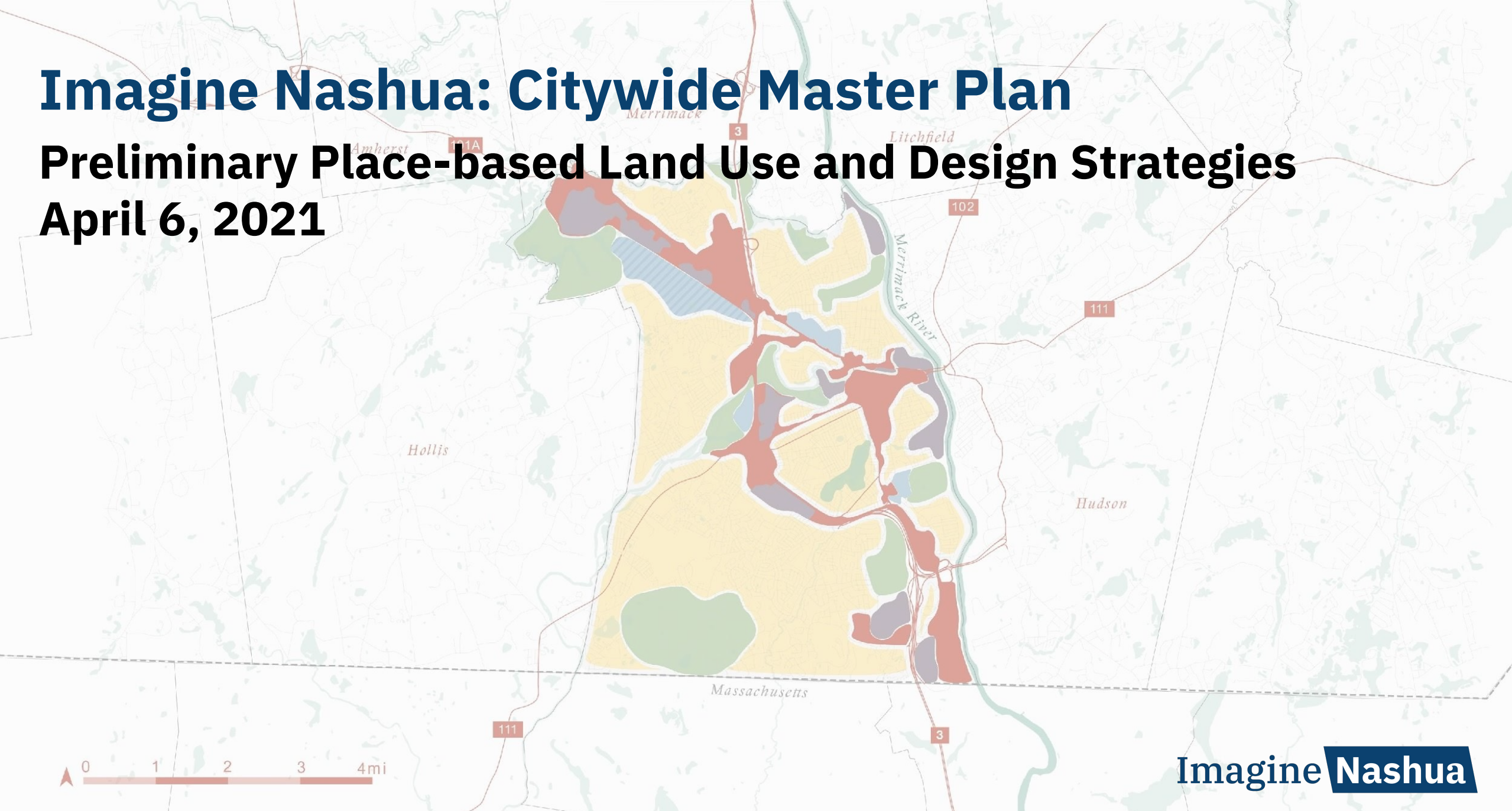


Imagine Nashua: Citywide Master Plan

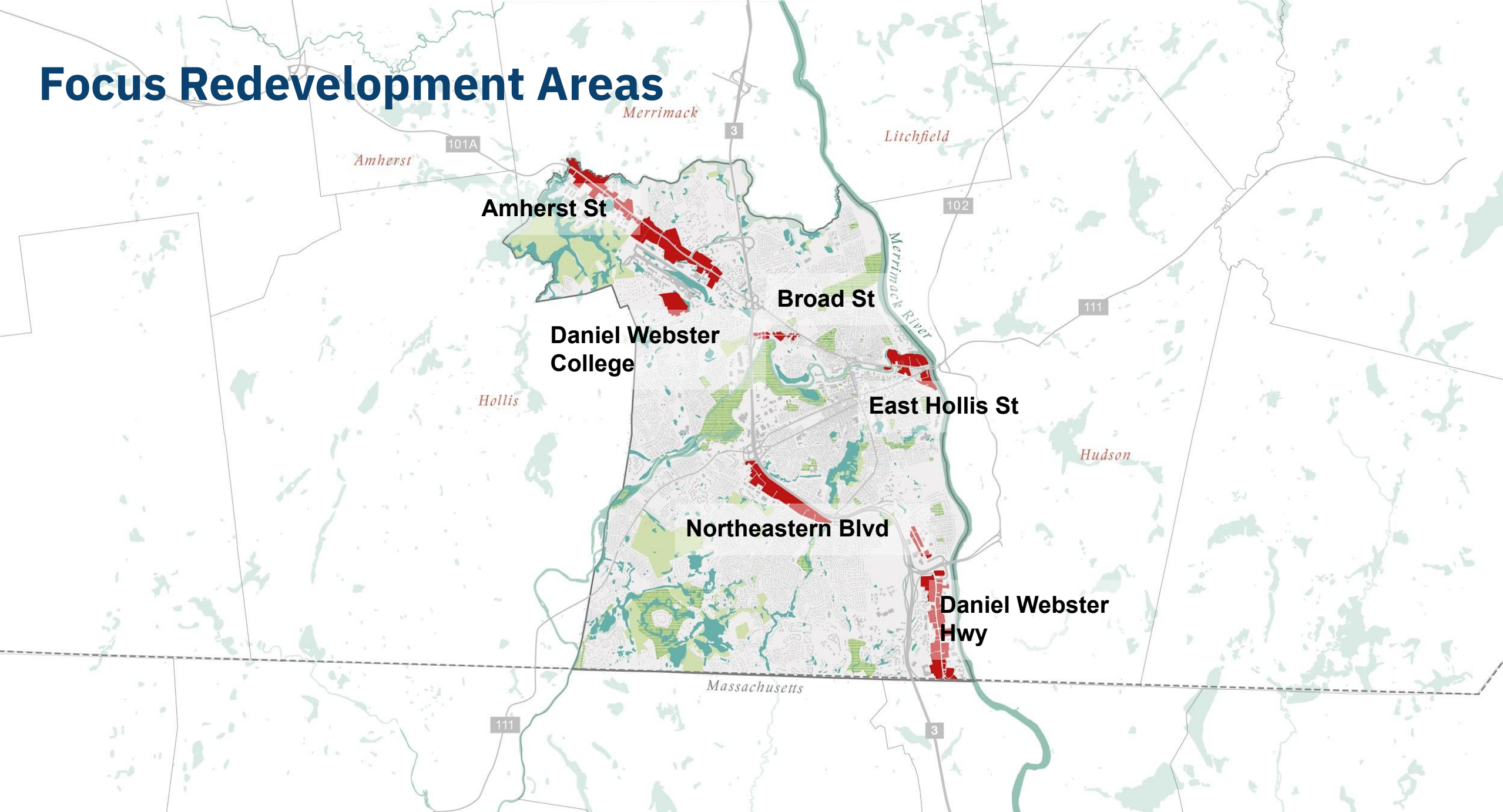
Preliminary Place-based Land Use and Design Strategies

April 6, 2021

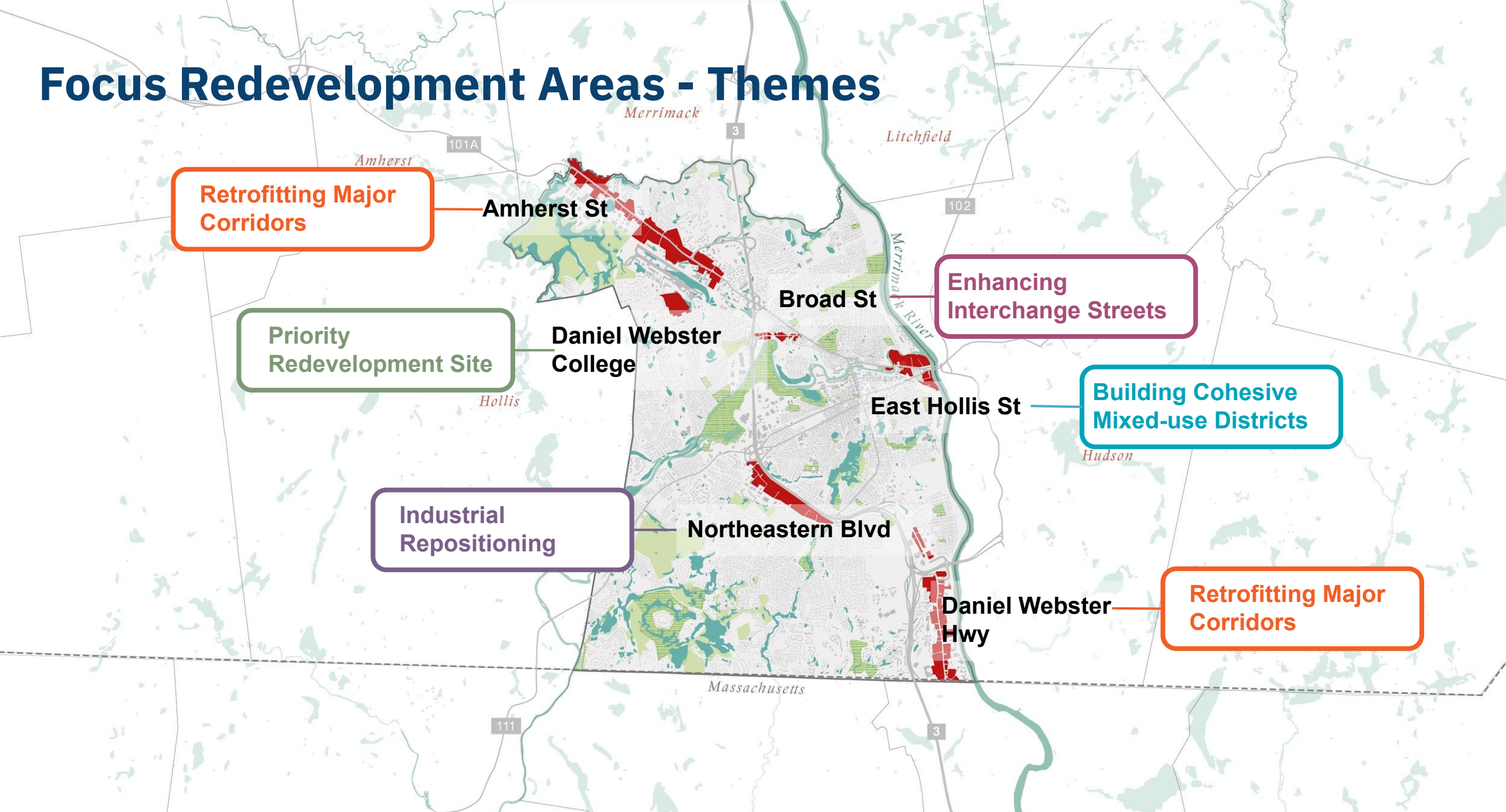


Imagine **Nashua**

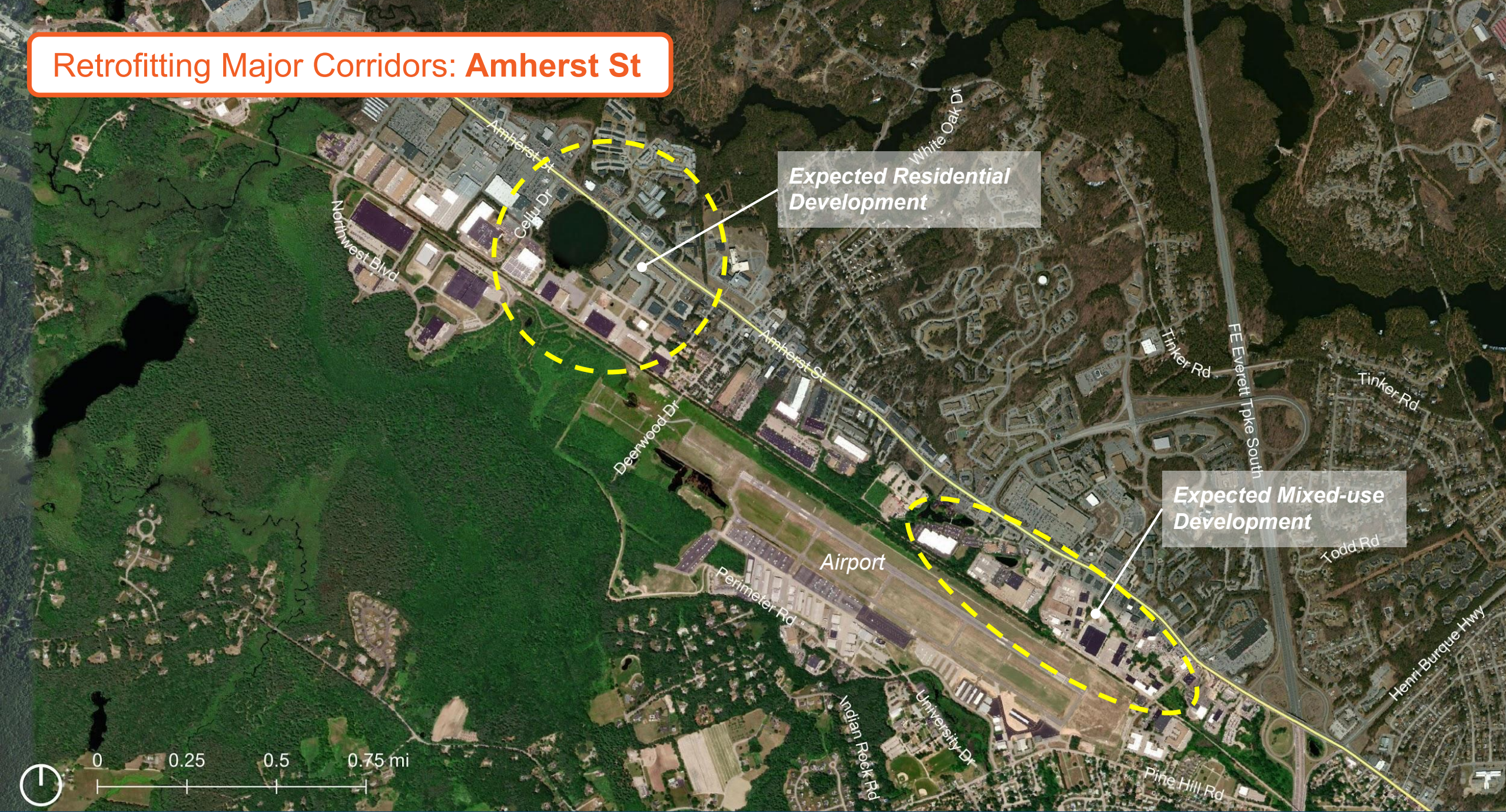
Focus Redevelopment Areas



Focus Redevelopment Areas - Themes



Retrofitting Major Corridors: Amherst St



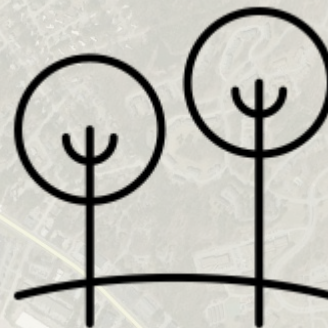
Retrofitting Major Corridors: **Amherst St - Goals**



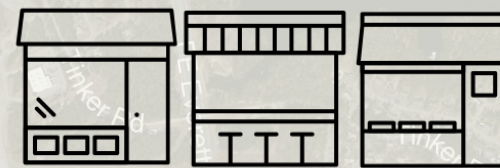
**Encourage wider
range of commercial
uses**



**Create
mobility-oriented
corridors**



**Integrate landscaping
and green
infrastructure**



**Activate ground floor
uses and commercial
fronts**



0 0.25 0.5 0.75 mi

Icons Source: Noun Project

Strategies and Recommendations - Amherst St

- | | | |
|--|---|--|
| • Allow upzoning/greater density to encourage land values that will justify redevelopment of existing income-generating uses | → | • Set allowable height to 4 stories, - the minimum viable density for many market-rate developers. Reorient commercial buildings to the street. Allow for mixed-use typologies |
| • Adjust dimensional constraints to enable new development to have a less suburban, auto-oriented character and a more walkable, active corridor character | → | • Relax minimum lot size, frontage requirements, and setbacks. Right-size parking requirements and require it to be located in the rear |
| • Create active commercial front and improve access management | → | • Propose carriageway with diagonal parking on commercial front as incentive to businesses/increase customer attraction, and traffic calming method |
| • Reposition Amherst St as mobility-oriented corridor with consideration for green infrastructure development and improvement | → | • Add verge for stormwater management/traffic buffer and two-way bike lane for improved mobility - short/med term: Front doors to face road, med/long: Landscape buffer , Slow traffic |

Retrofitting Major Corridors: Daniel Webster Hwy

Proposed Amazon
Distribution Site (Hudson)

Future commercial and
potential commuter rail
station



Retrofitting Major Corridors: Daniel Webster Hwy - Goals



**Envision a long-term
Corridor Plan**



**Create a vibrant
mixed-use corridor
with residential
optionality**



**Encourage walkable and
less auto-oriented
district character**




**Plan for future
transit-oriented
development**



Icons Source: Noun Project

Strategies and Recommendations - Daniel Webster Hwy

- Consider future use and redevelopment of current big box retail, and development of potential commuter rail station
 - Adjust dimensional regulations to discourage suburban, auto-oriented character and instead encourage walkability
 - Reduce minimum parking requirements to minimize additional traffic generation and encourage the use of sustainable transportation modes
- 
- Create future corridor plan that envisions a different set of land use policies and considers what the ideal urban design vision is, regardless of current building stock
 - Use feedback from Imagine Nashua visioning and public process around Amherst St to align density and dimensional requirements with community-accepted scale
 - Track redevelopment trends on Amherst St to better align new dimensional regulations with the mix of office versus residential that the market moves toward.

Priority Redevelopment Site: Daniel Webster College



Priority Redevelopment Site: Daniel Webster College - Goals



**Study and create
consensus for
citywide goal and best
possible use**



**Encourage a
moderate-density
residential development
that can coexist with
surrounding context**



**Consider the
feasibility of alternate
potential industrial
uses complementing
airport uses**






**Reconfigure existing
sports fields as a
active community hub
and destination**

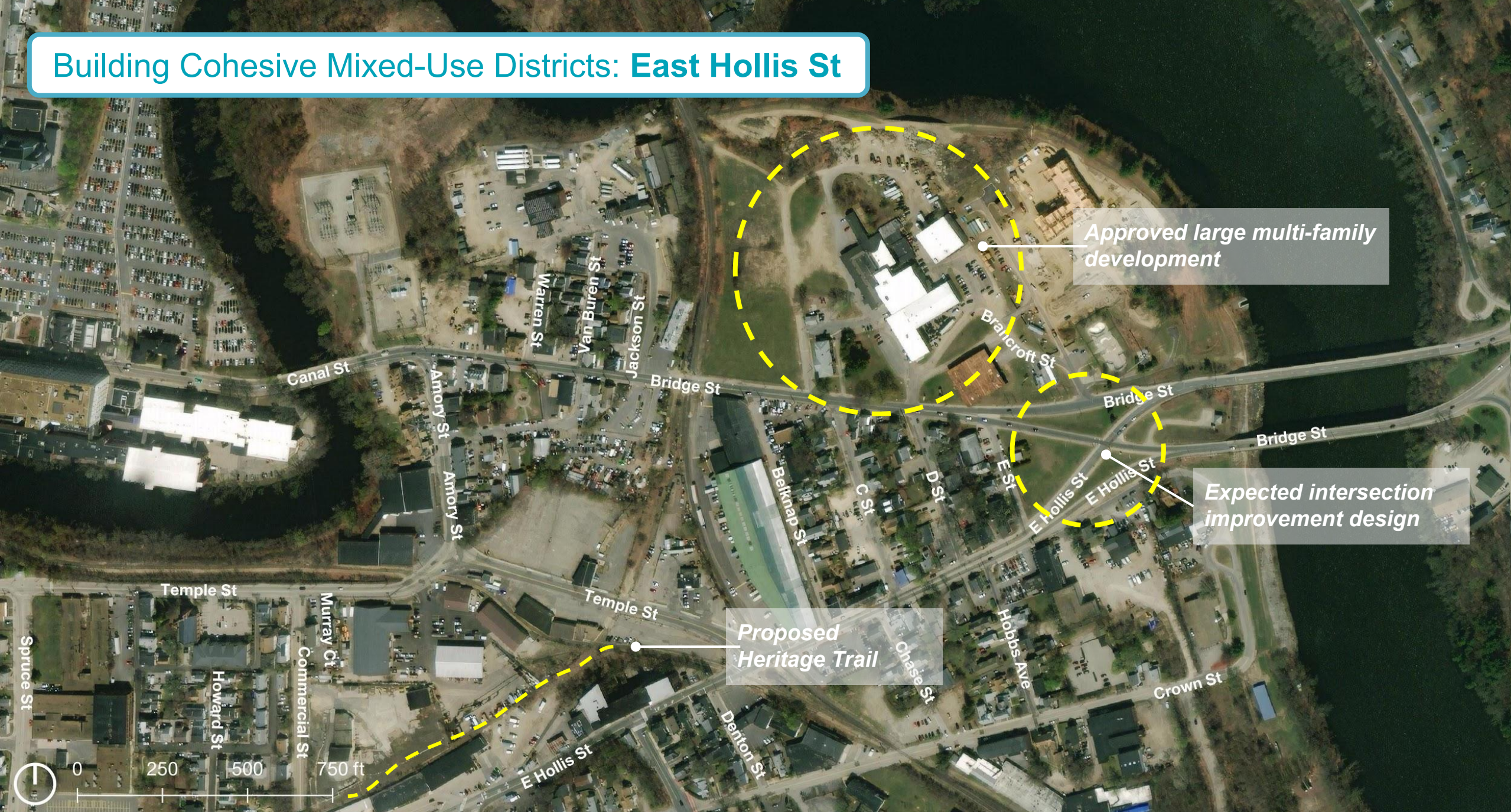


Icons Source: Noun Project

Strategies and Recommendations - Daniel Webster College

- Create consensus on what the overall citywide goal for the site is, keeping in mind the existing economic and site constraints. 
 - Consider the relative fiscal benefits of residential and industrial (property taxes) relative to the fiscal impacts (infrastructure). 
 - Redefine the space as a community asset and consider new ways to connect the site to the larger neighborhood. 
- Encourage a **moderate-density residential development** that can coexist productively along smaller streets, residential neighbors, and an airport.
 - Consider the feasibility of alternate potential industrial uses that could benefit from proximity to the airport
 - Reconfigure sports fields as a better community hub, and encourage more active complementary active uses.

Building Cohesive Mixed-Use Districts: East Hollis St



Approved large multi-family development

Expected intersection improvement design

Proposed Heritage Trail

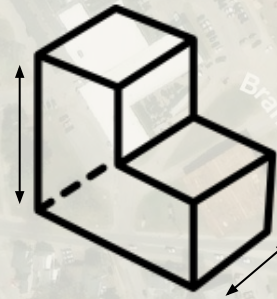
Building Cohesive Mixed-Use Districts: **East Hollis St - Goals**



Placemaking and connectivity through Complete Streets Framework



Encourage a mix of uses on parcels in order to build on the mixed-use character of the district.



Propose form-based code to ensure new development complements existing fabric




Enhance riverfront access and engage resilience planning

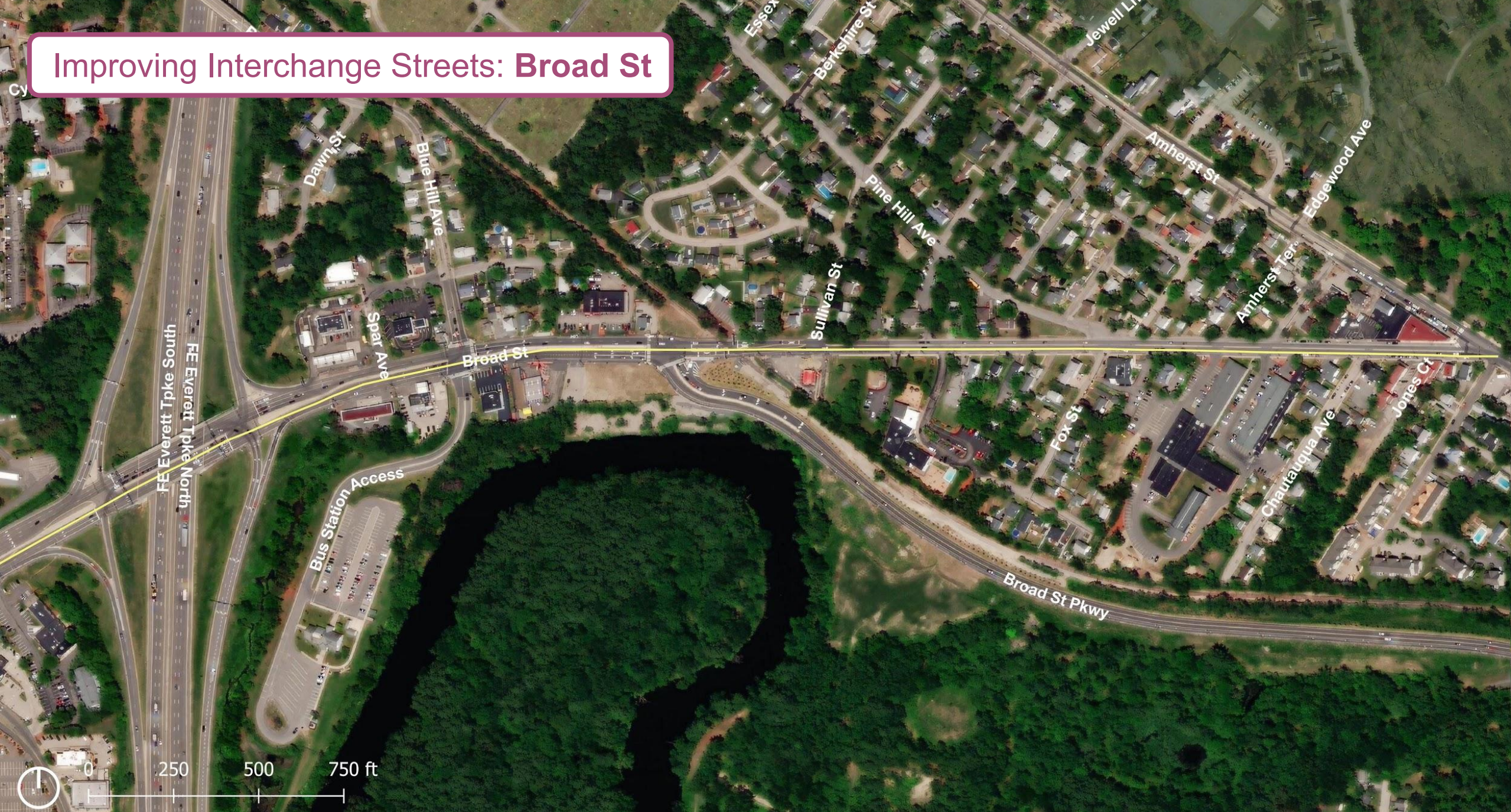


Icons Source: Noun Project

Strategies and Recommendations - East Hollis St

- Create a framework plan for new streets on the non-residential areas that can be implemented over time as sites are redeveloped. This proposed street network should create new blocks that help tie the district together so it is more walkable.
 - Encourage a mix of uses on parcels in order to build on the mixed-use character of the district.
 - Increase access to river and engage resilience planning near levy
- 
- Develop a streetscape plan that showcases new design standards for the district.
 - Create a new hierarchy of streets that provides opportunities for walkability and micro mobility.
 - Limit the size of new buildings in the district through a form-based code so new development complements the scale of the existing district doesn't encourage large out-of-scale parking lots

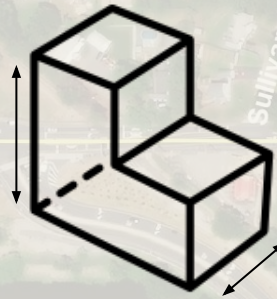
Improving Interchange Streets: Broad St



Improving Interchange Streets: Broad St - Goals



Leverage the relatively close proximity to Route 3 by upzoning



Consider form-based zoning to create a more coherent urban design






Consider the balance of ground-floor retail vs ground-floor commercial/industrial



0 250 500 750 ft

Icons Source: Noun Project

Strategies and Recommendations - Broad St

- Leverage the relatively close proximity to Rt. 3 and the buffering of the area by considering upzoning 
 - Consider form-based zoning to create a more coherent urban design sense to redevelopment projects. 
 - Consider the relative importance of ground-floor retail versus ground-floor industrial/warehousing, balancing job creation versus amenity creation. 
- Allow multi-story industrial/commercial (4 stories) in the area closest to Rt. 3
 - Create a targeted form-based zoning overlay district as an optional alternative for developers that provides additional incentives for redevelopment.

Industrial Repositioning: Northeast Boulevard



0 0.1 0.2 0.3 mi

Industrial Repositioning: Northeast Boulevard - Goals



Allow for mixed-use industrial/commercial development requiring high-bay industrial space on the ground floor



Create branding for the district and add signage at main intersections



Explore potential infrastructure upgrades to support higher density development




Consider reduction in parking requirements



0 0.1 0.2 0.3 mi

Icons Source: Noun Project

Strategies and Recommendations - Northeast Boulevard

- Allow for mixed-use industrial/commercial development that requires high-bay industrial space on the ground floor and allows for commercial uses on upper floors (up to 85')
 - Create branding for the district and add signage at the Dunstable Road intersections.
 - Explore potential infrastructure upgrades in the district that support higher density development.
 - Consider reduction in parking requirements.
- 
- Adjust use tables both here and across city to limit (and concentrate) the locations where industrial is possible or encouraged.
 - Ensure that the adjusted dimensional requirements make the mixed-use industrial/commercial typology -- assuming it remains market-feasible -- is highest-and-best-use.
 - Frame industrial uses as a land use that requires preservation.

Scenario Planning

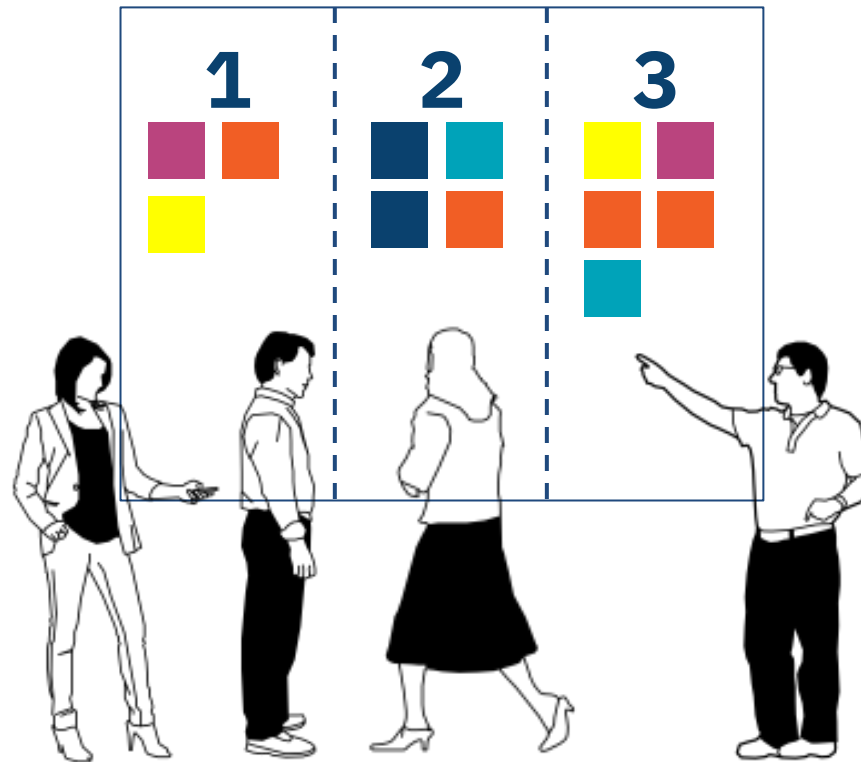
*Case Studies - Amherst
Corridor & Daniel Webster
College*



What is Scenario Planning and how is it helpful?

WHY?

Envision different ways
the city might change
and guide decisions



SCENARIOS DO

- Assess outcome of current regulations
- Propose alternatives based on your goals
- Assess the difference in outcomes and scale of change
- Guide decisions about future land use, zoning, and regulatory changes

SCENARIOS DO NOT

- Serve as recommendations or policy proposals
- Address the effects of all regulations
- Predict the future

Icons Source: Noun Project

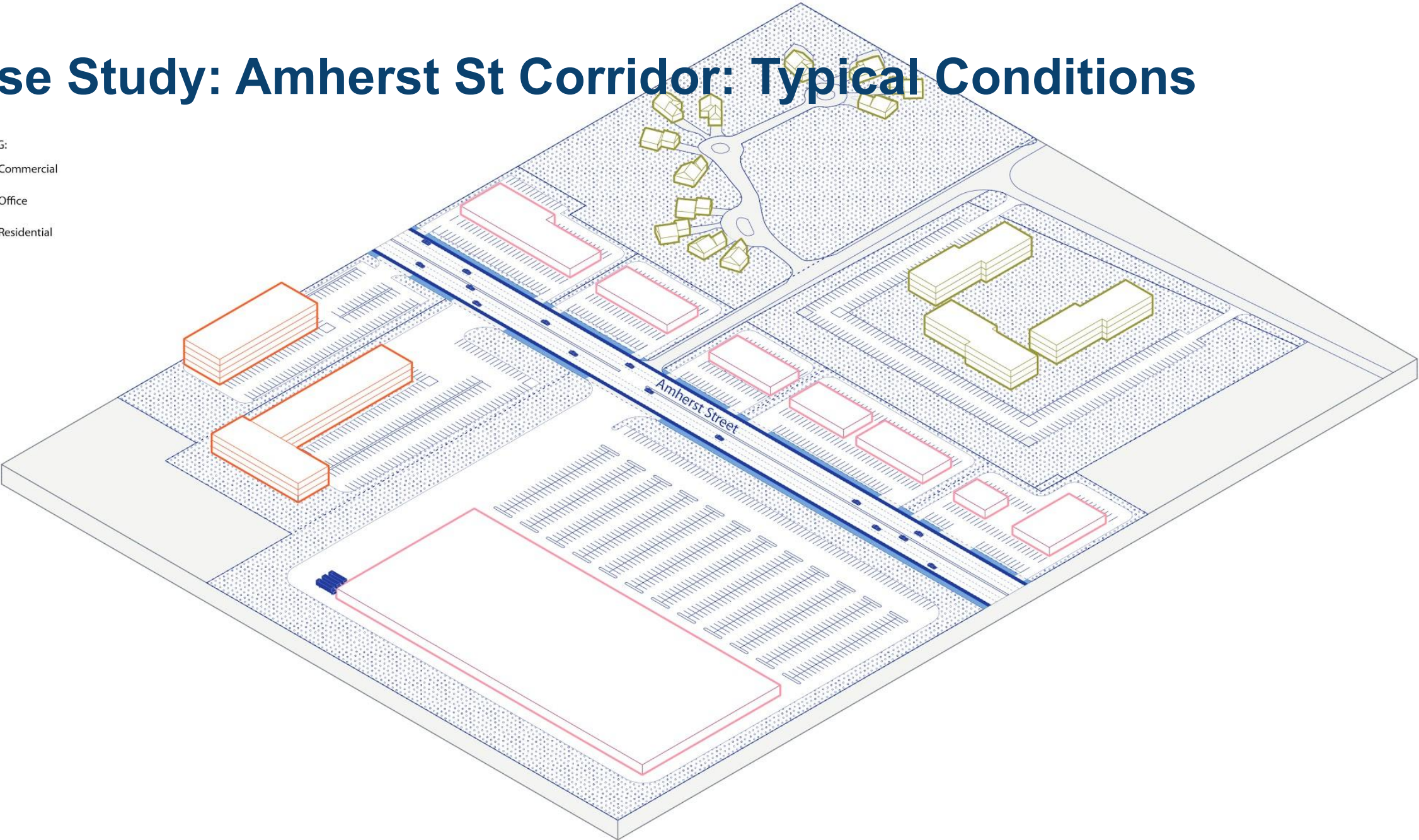
Case Study 1: Amherst Street Corridor



0 1000 2000 3000 ft

Case Study: Amherst St Corridor: Typical Conditions

- EXISTING:
- Commercial
 - Office
 - Residential



Case Study: Amherst St Corridor

- EXISTING:
- Commercial
 - Office
 - Residential



Strip malls: Segments of single-story commercial uses fronted by parking lots and lawns



Large commercial sites: Lack of relationship between storefronts and street, and expansive parking areas



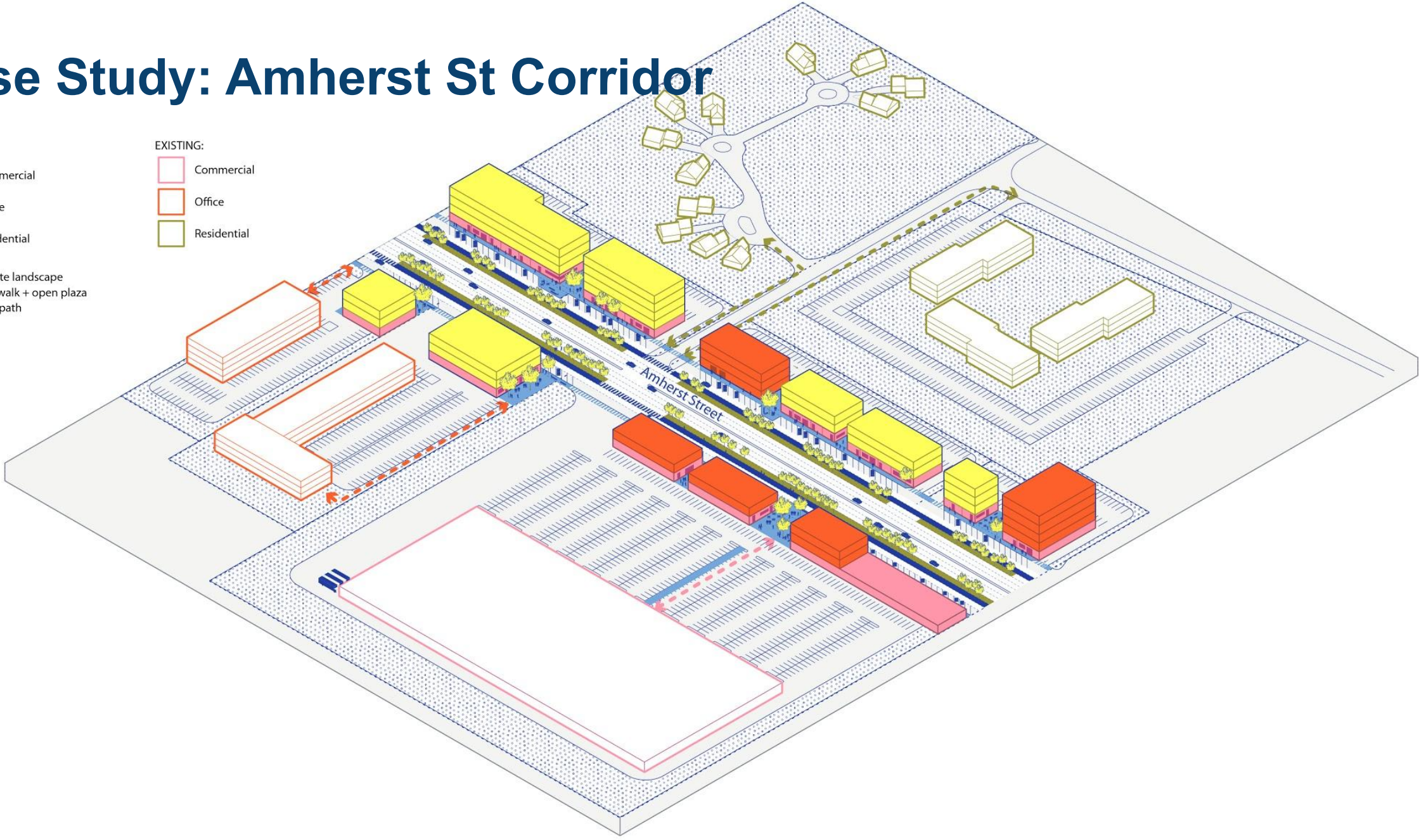
Auto-oriented character: Thruway condition with discontinuous sidewalk and unprotected bike lane

Images Source: Google Street View

Case Study: Amherst St Corridor

- PROPOSED:
- Commercial
 - Office
 - Residential
 - Private landscape
 - Sidewalk + open plaza
 - Bike path

- EXISTING:
- Commercial
 - Office
 - Residential

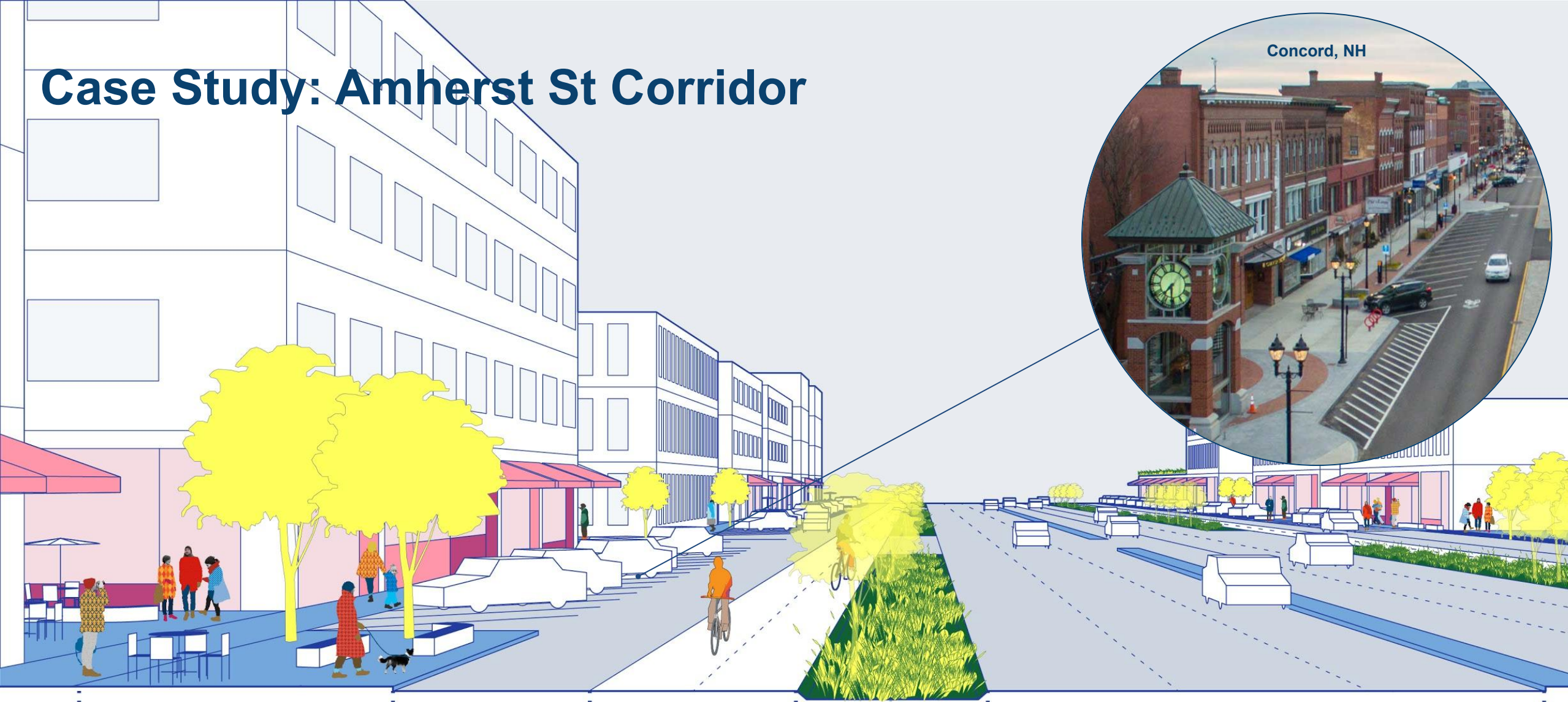
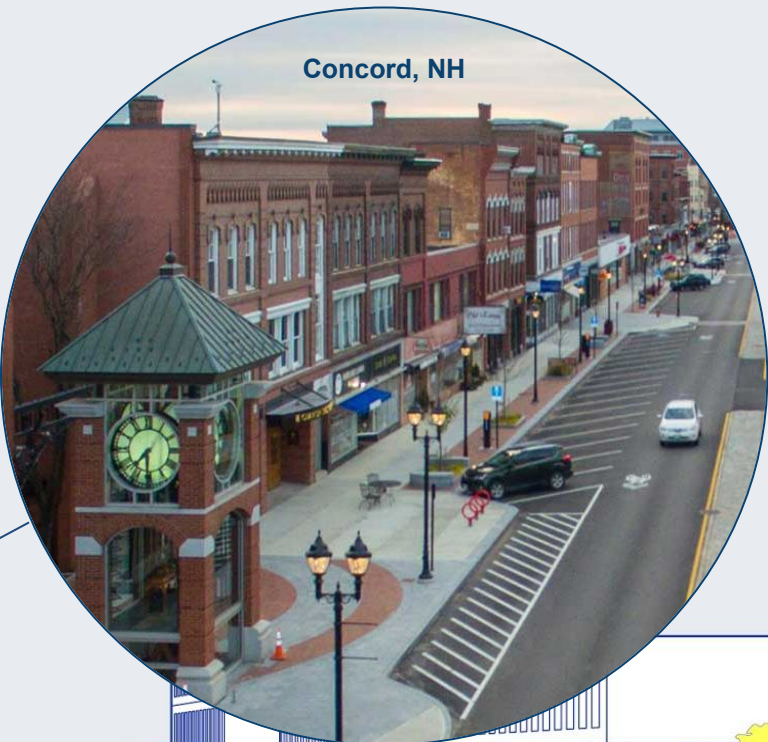


Case Study: Amherst St Corridor



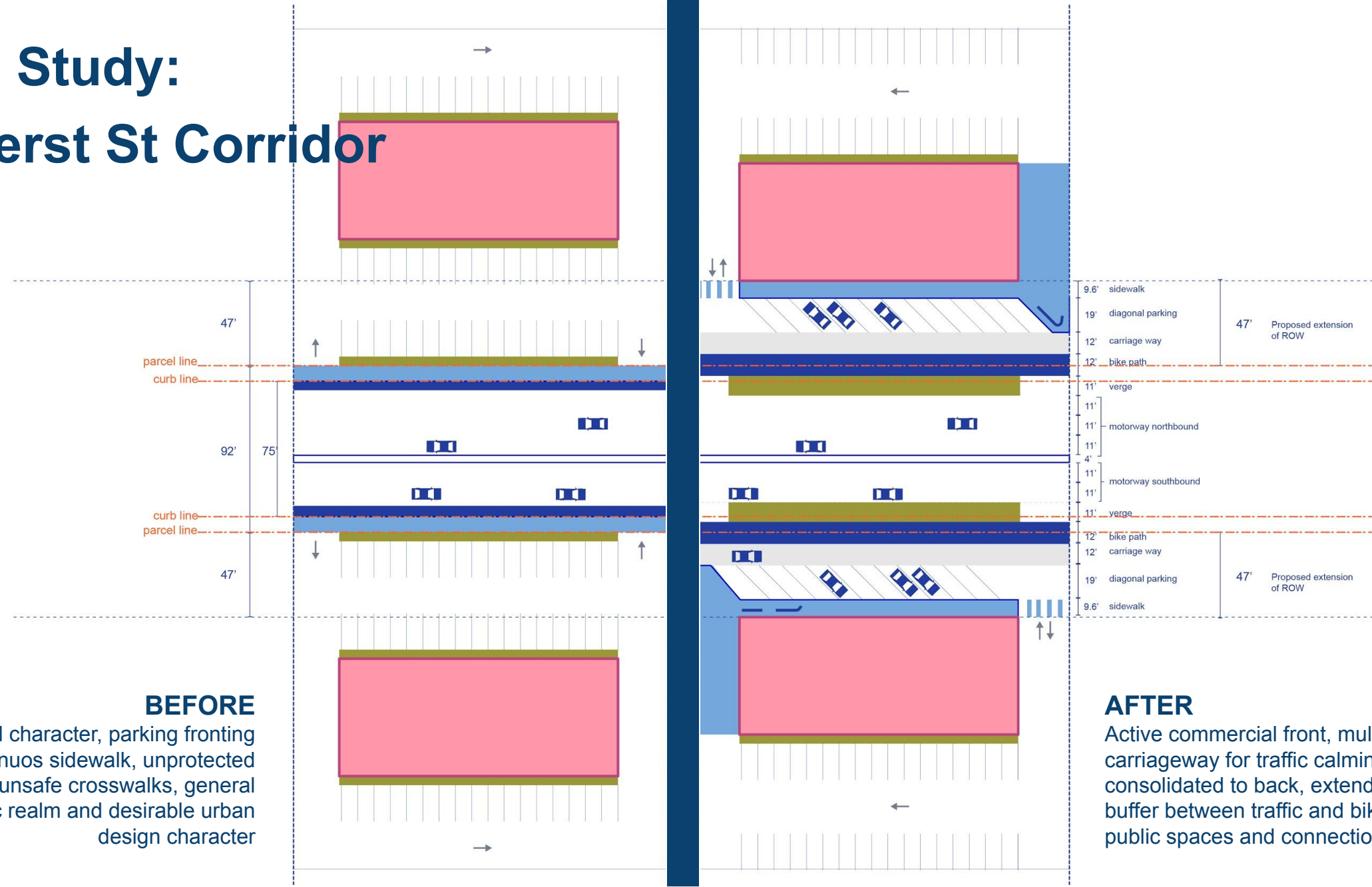
Sidewalk 9.6'	Plaza / Diagonal Parking 19'	Carriageway 12'	Bike Path 12'	Verge 11'	High Speed Transit 11' x 3
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Case Study: Amherst St Corridor

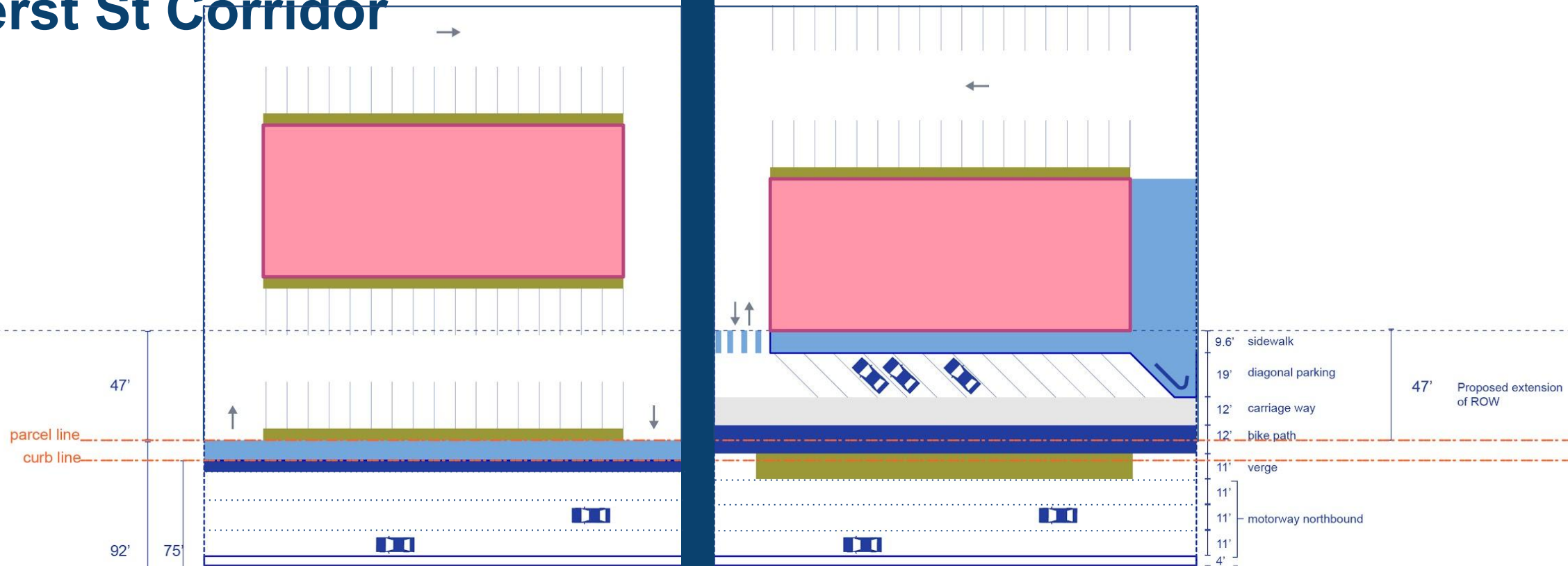


- Sidewalk 9.6'
- Plaza / Diagonal Parking 19'
- Carriageway 12'
- Bike Path 12'
- Verge 11'
- High Speed Transit 11' x 3

Case Study: Amherst St Corridor



Case Study: Amherst St Corridor



BEFORE

Auto-oriented character, parking fronting street, discontinuos sidewalk, unprotected bike lane and unsafe crosswalks, general lack of public realm and desirable urban design character

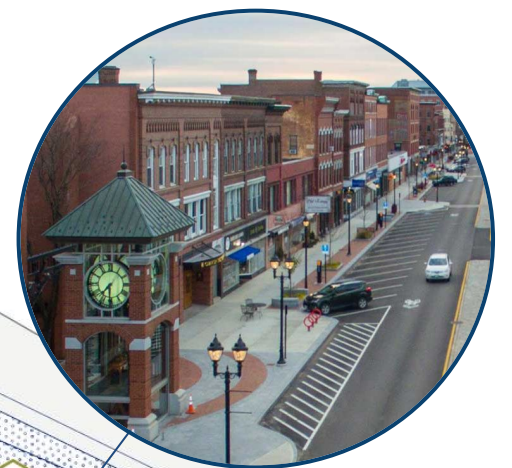
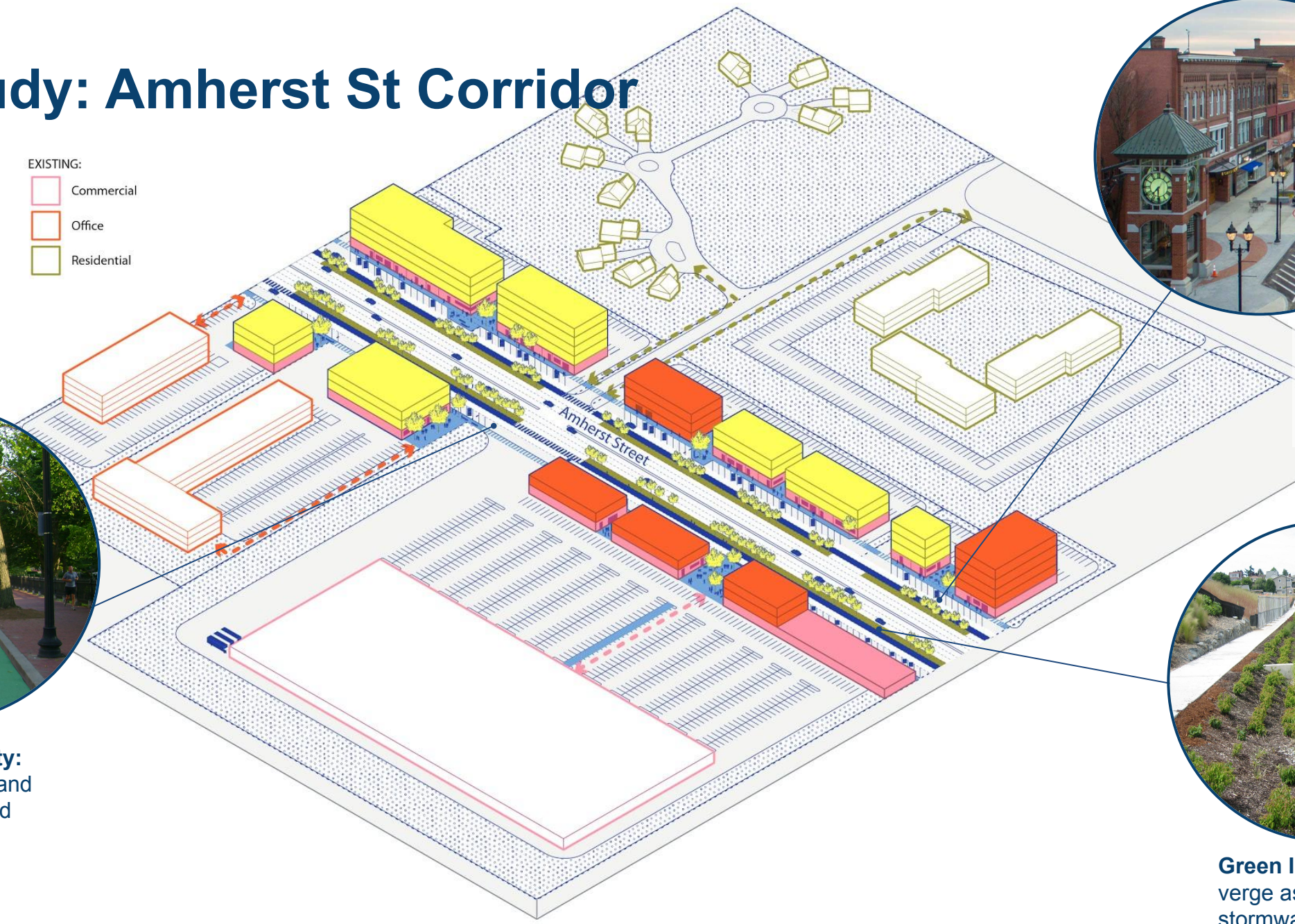
AFTER

Active commercial front, multimodal street, carriageway as traffic calming, parking consolidated to back, extended right-of-way, buffer between traffic and bike/ped, new public spaces and connections

Case Study: Amherst St Corridor

- PROPOSED:
- Commercial
 - Office
 - Residential
 - Private landscape
 - Sidewalk + open plaza
 - Bike path

- EXISTING:
- Commercial
 - Office
 - Residential



Carriageway:
diagonal parking
and active
streetfront



Multimodal mobility:
Two-way bike lane and
continuous improved
sidewalk

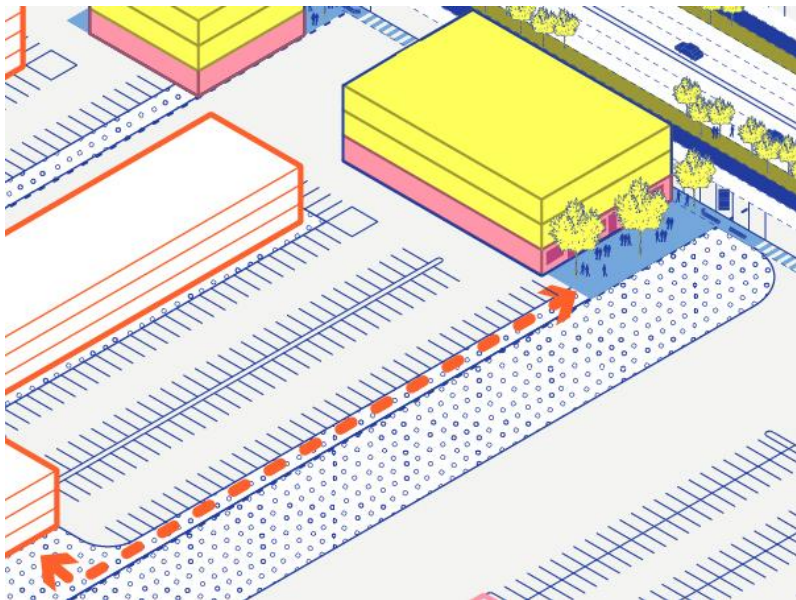


Green Infrastructure:
verge as buffer and
stormwater management

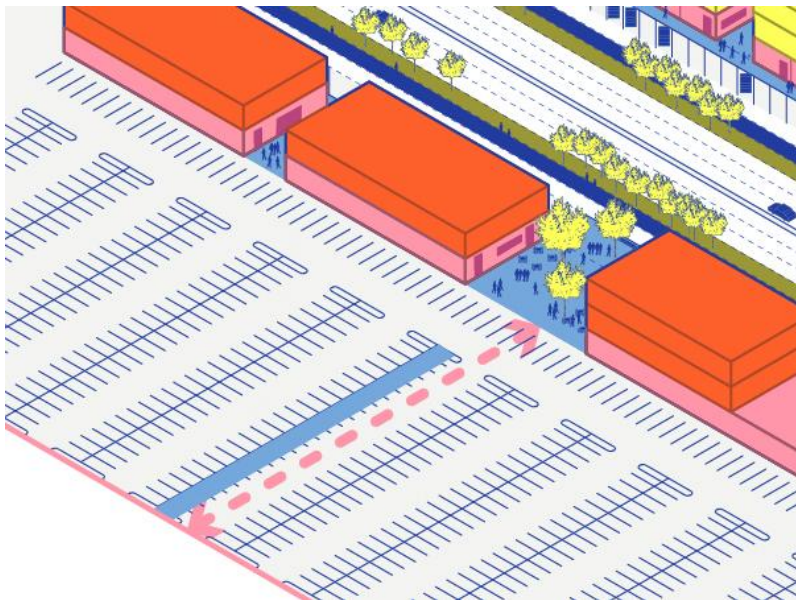
Case Study: Amherst St Corridor



Green Plaza:
Connection to existing
housing



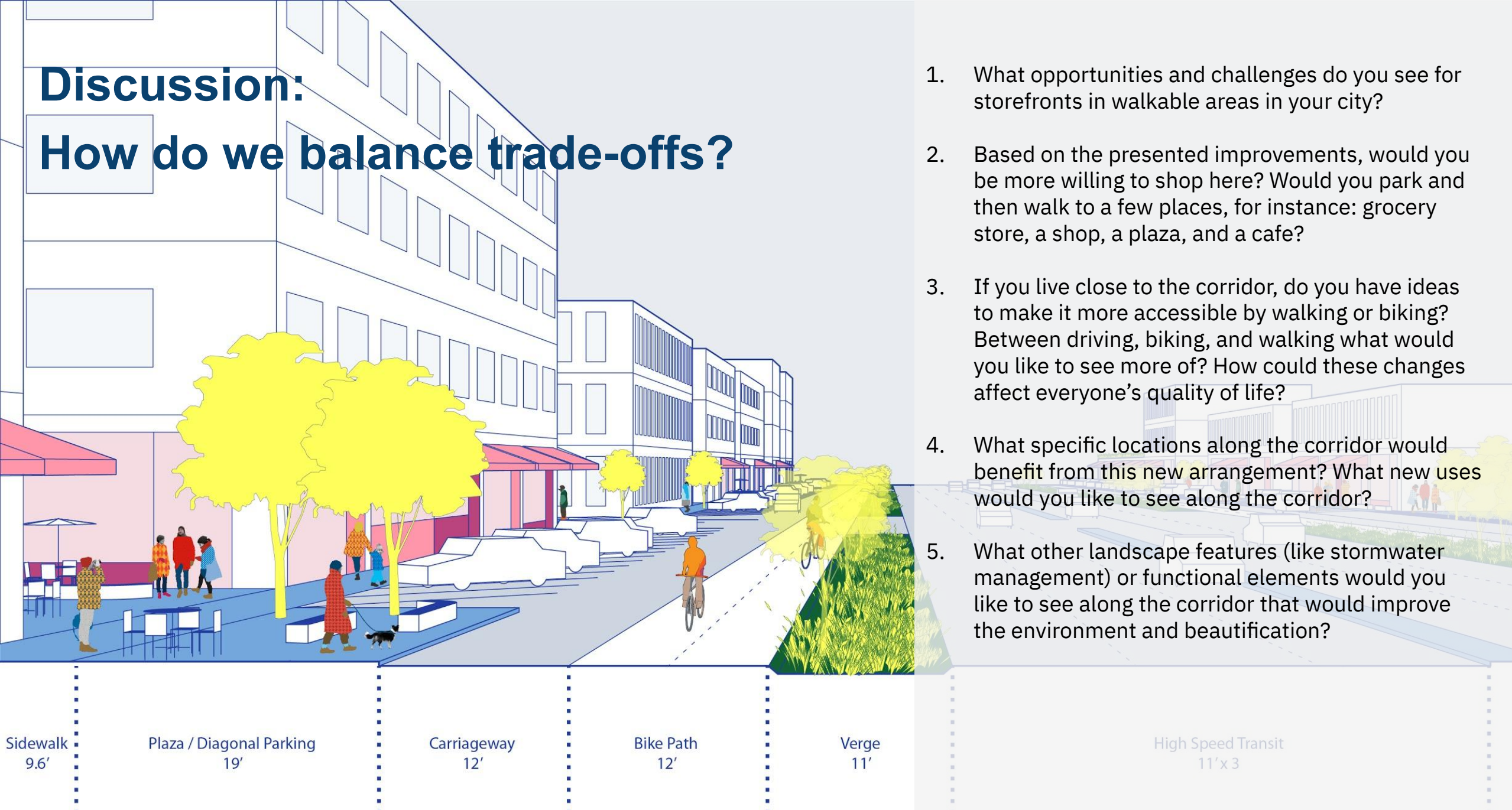
Pink Plaza:
Connection to existing
big box



Orange Plaza:
Connection to existing office
building

Discussion:

How do we balance trade-offs?



1. What opportunities and challenges do you see for storefronts in walkable areas in your city?
2. Based on the presented improvements, would you be more willing to shop here? Would you park and then walk to a few places, for instance: grocery store, a shop, a plaza, and a cafe?
3. If you live close to the corridor, do you have ideas to make it more accessible by walking or biking? Between driving, biking, and walking what would you like to see more of? How could these changes affect everyone's quality of life?
4. What specific locations along the corridor would benefit from this new arrangement? What new uses would you like to see along the corridor?
5. What other landscape features (like stormwater management) or functional elements would you like to see along the corridor that would improve the environment and beautification?

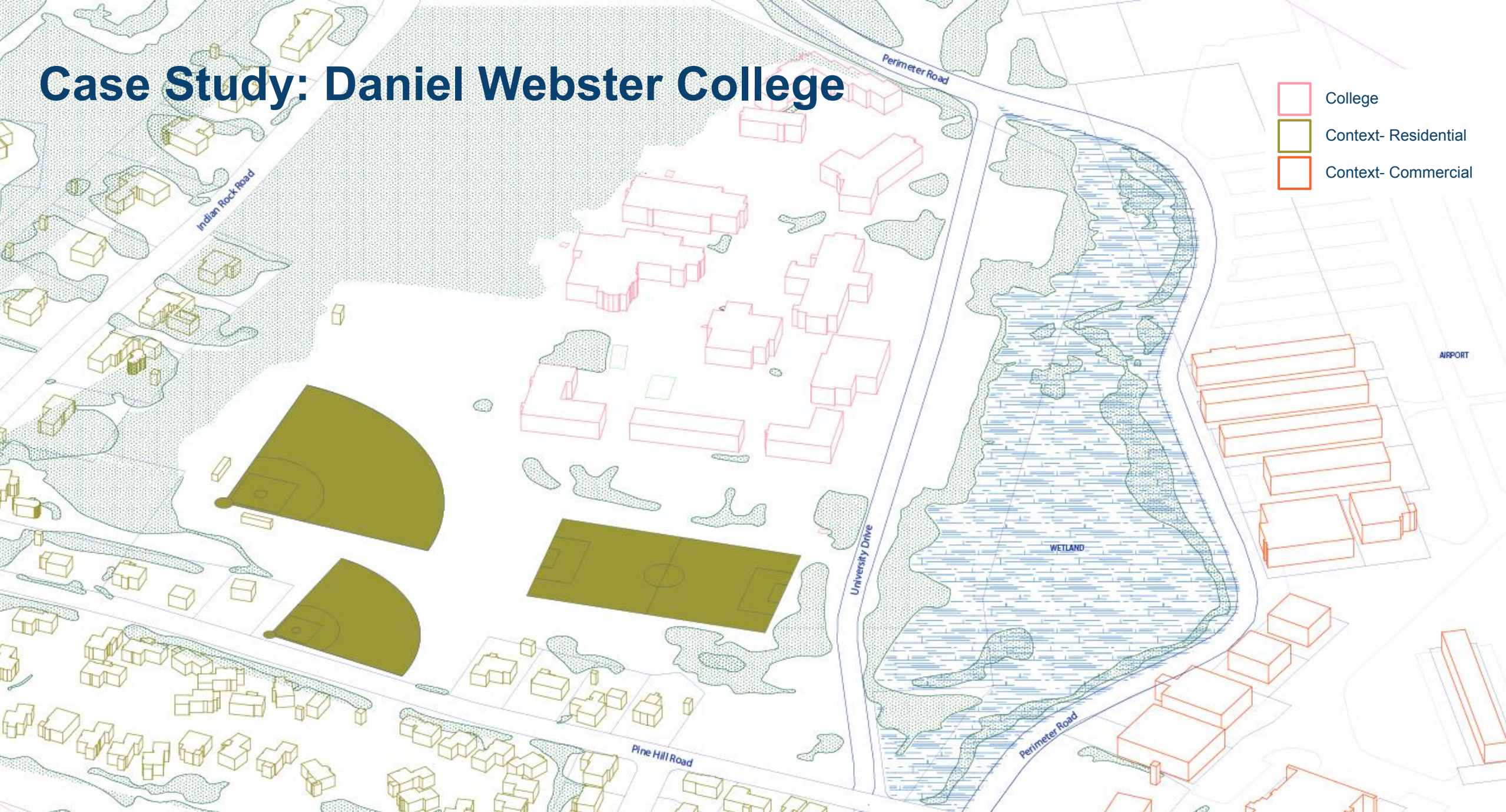


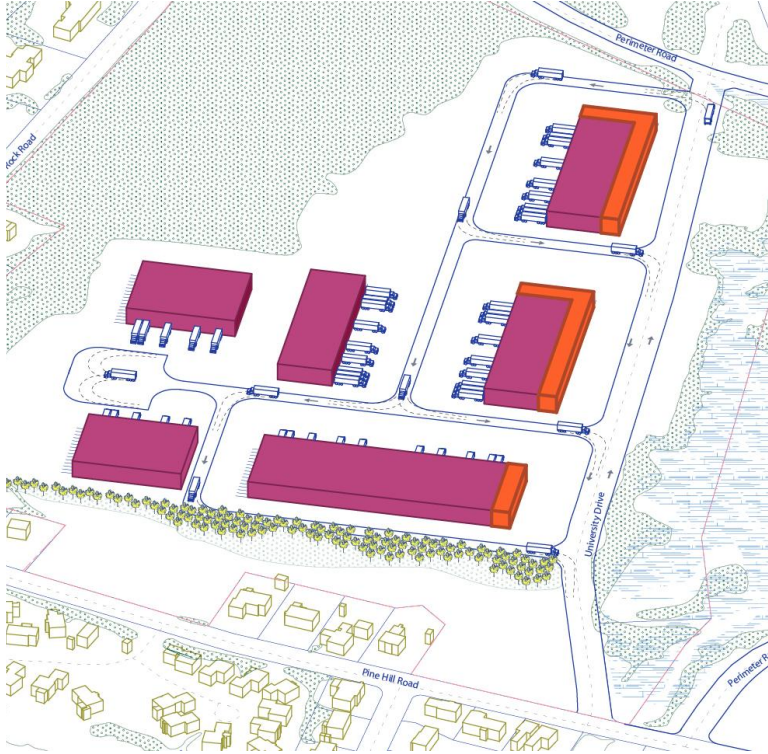
Case Study 2: Daniel Webster College

Perimeter Rd
Indian Rd
University Dr
Northfield Dr
Crystal Dr
Montclair Dr
Jasper Ln
Pine Hill Rd
Chatfield Dr
Jared Cir
Dublin Ave
Wilton St
Lear Dr
Alice Dr
Juniper Ln

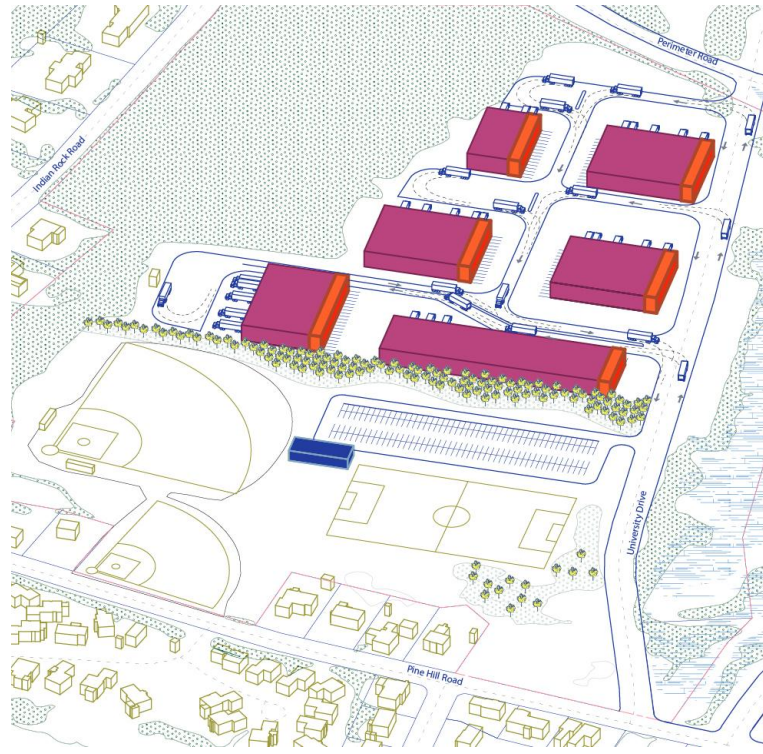
0 500 1000 ft

Case Study: Daniel Webster College

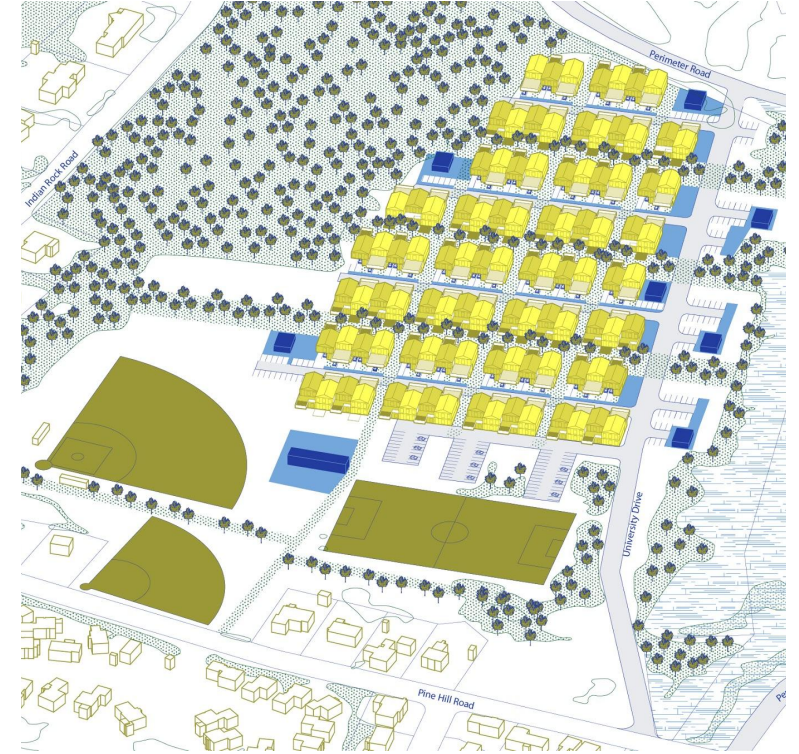




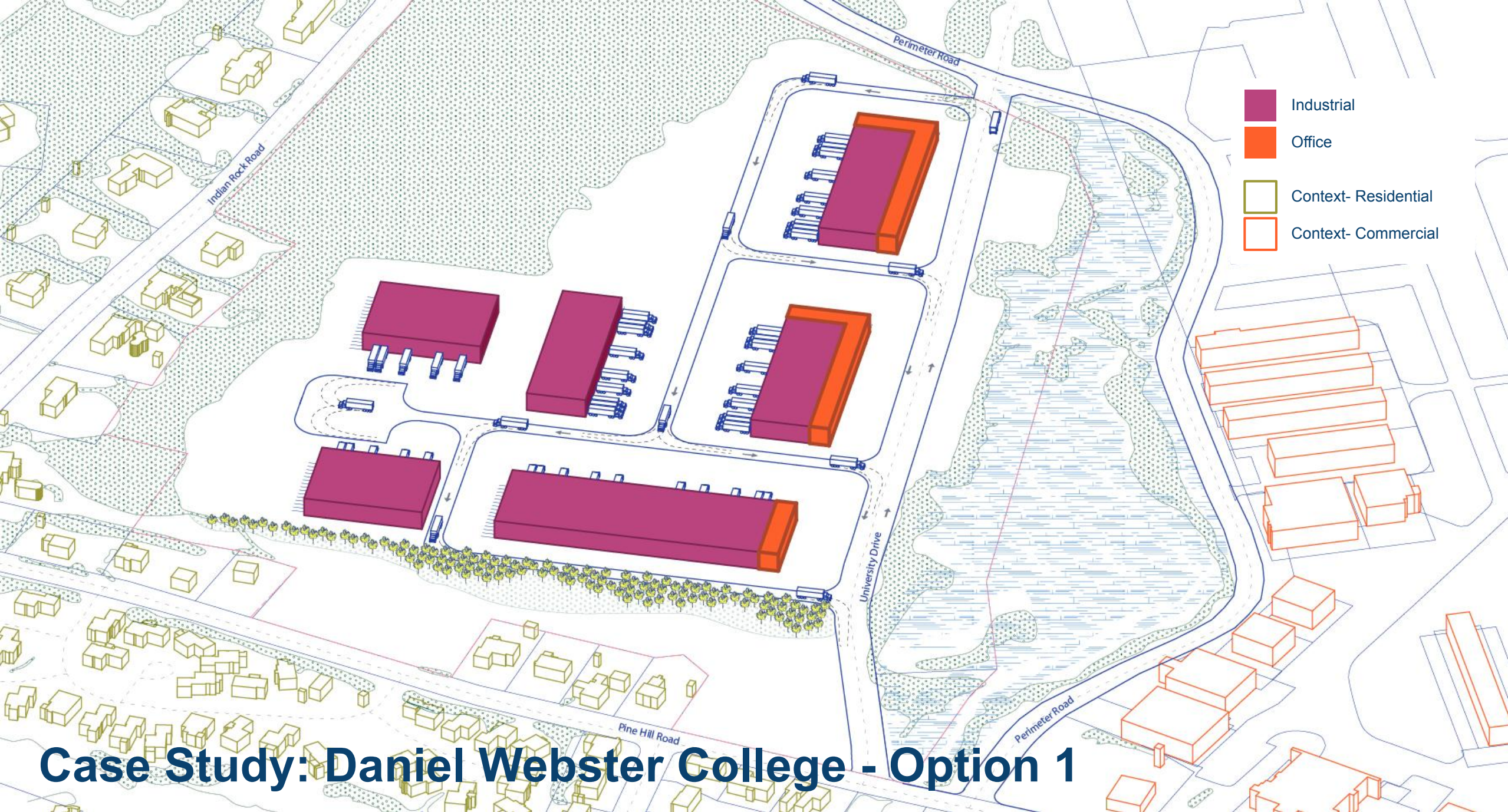
OPTION 1:
Small-scale Industrial/Warehousing



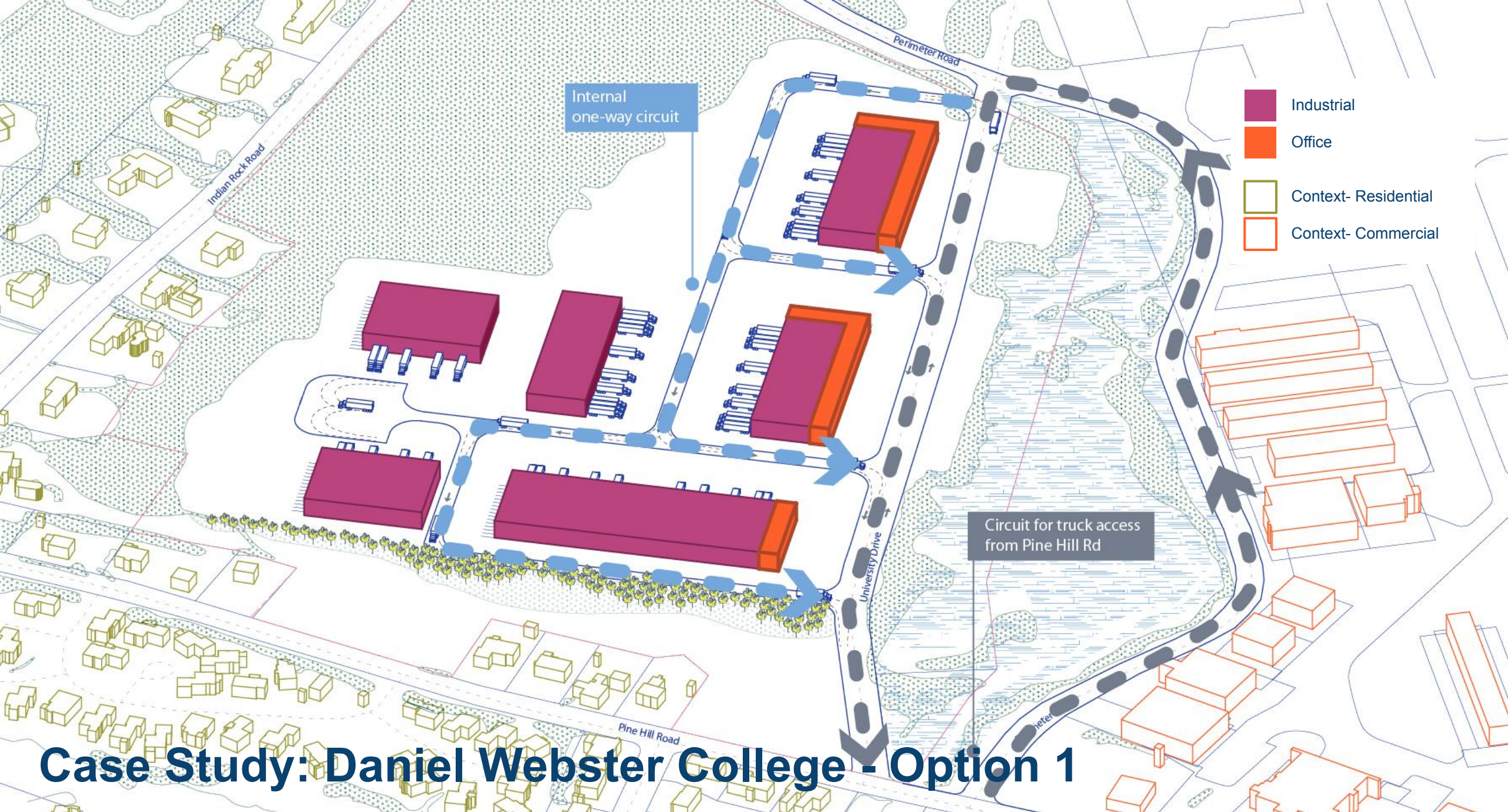
OPTION 2:
Small-scale Industrial +
Community Recreation

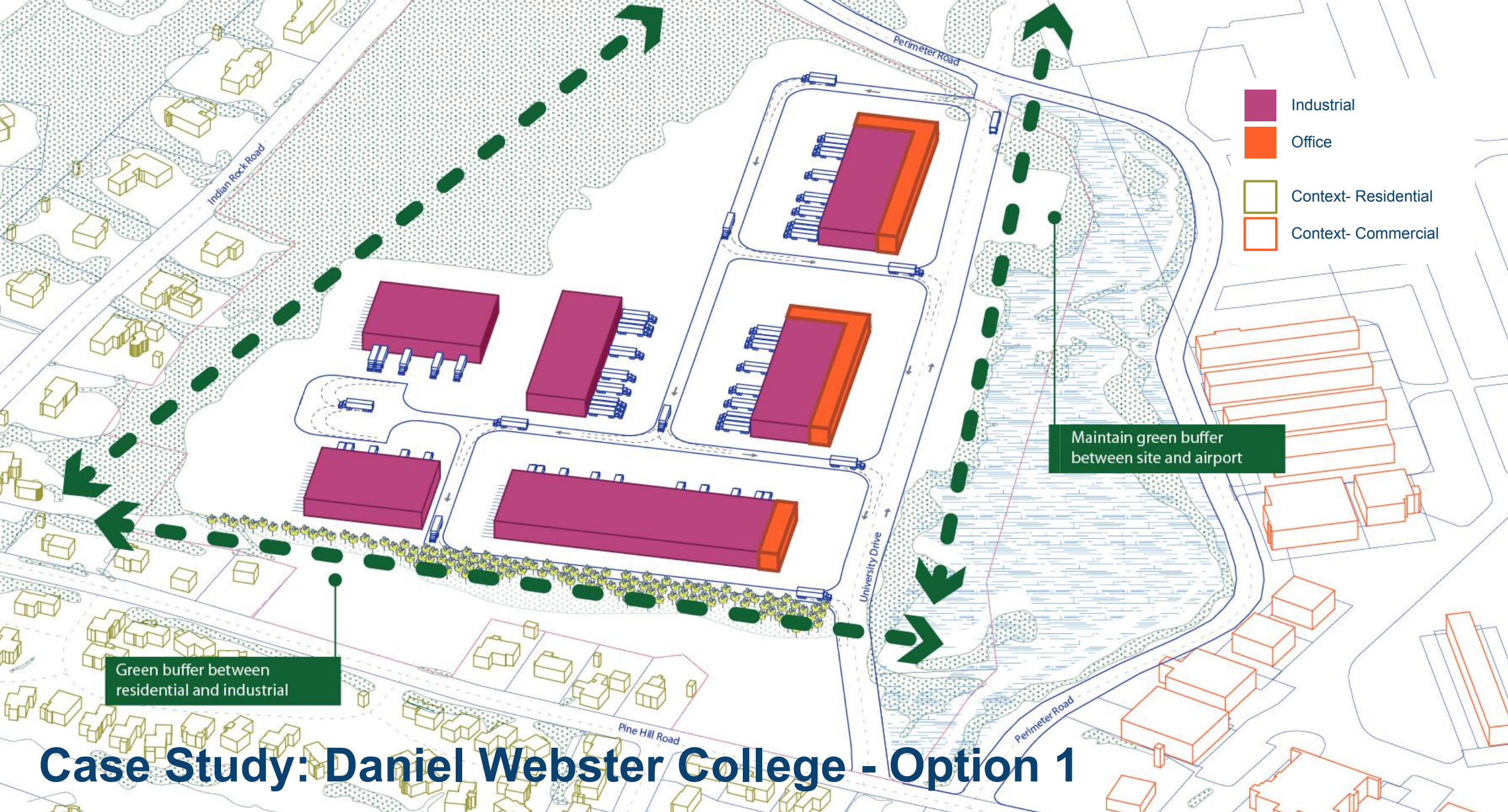


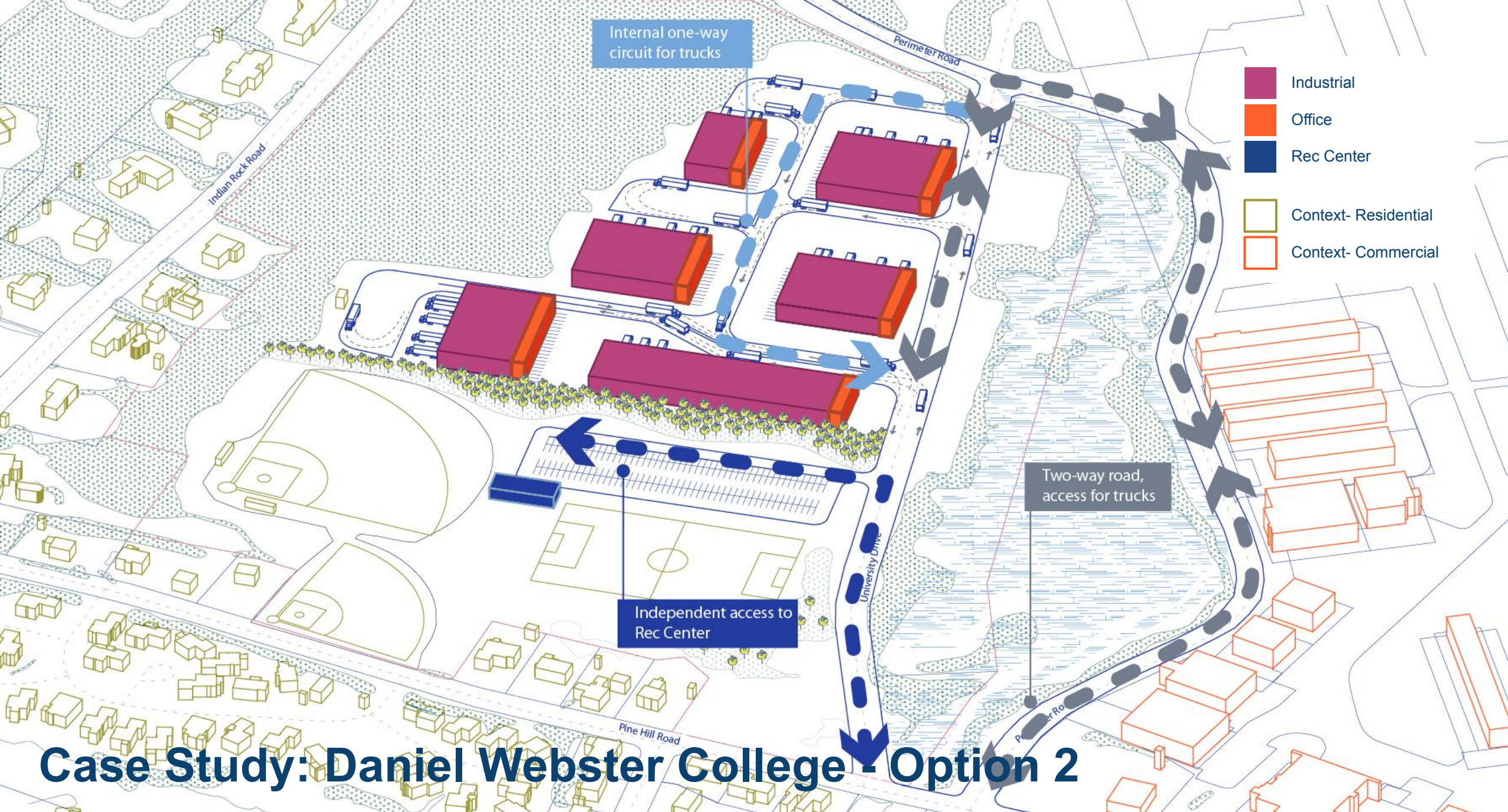
OPTION 3:
Moderate-density Residential +
Community Recreation



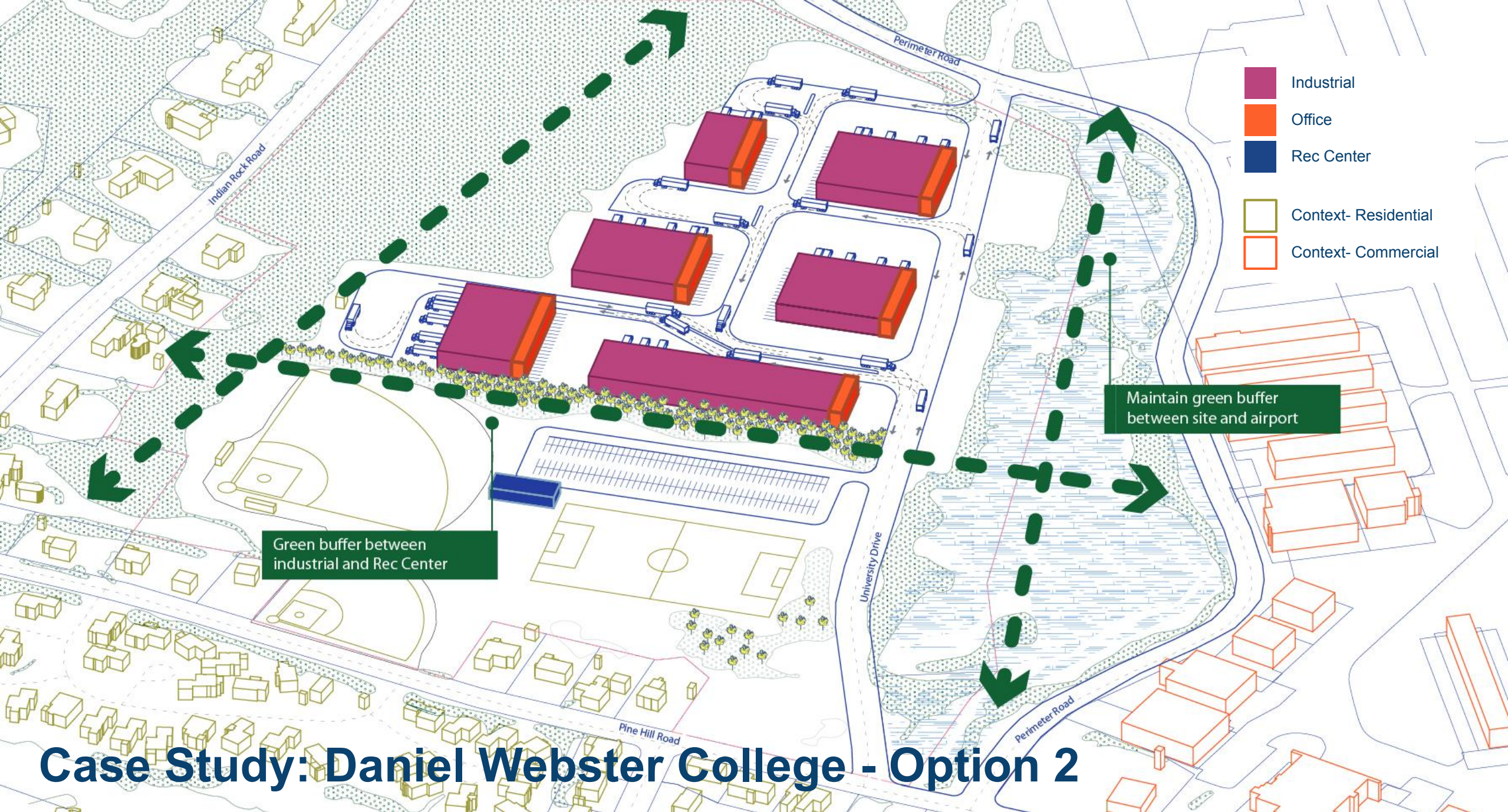
Case Study: Daniel Webster College - Option 1

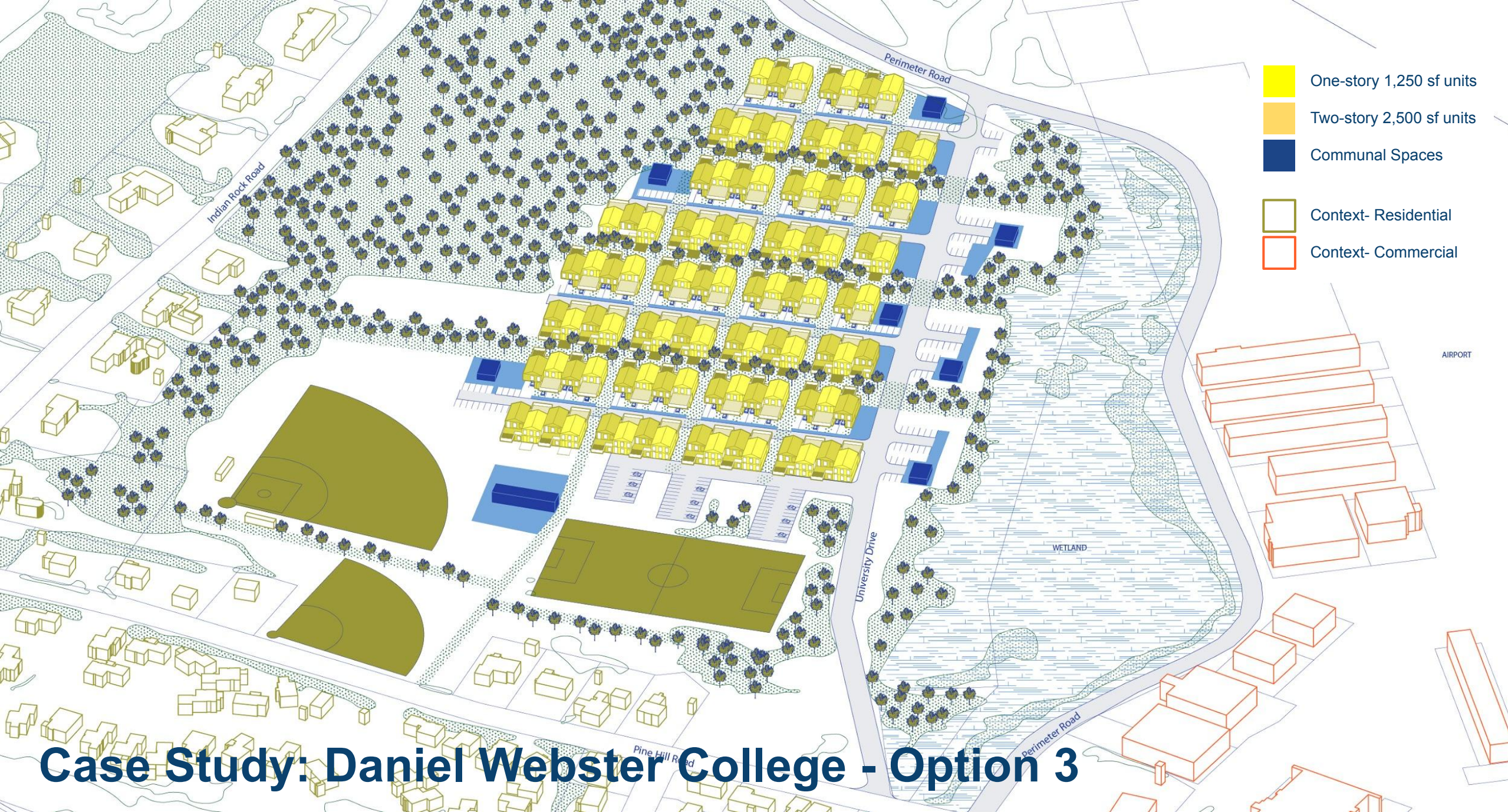




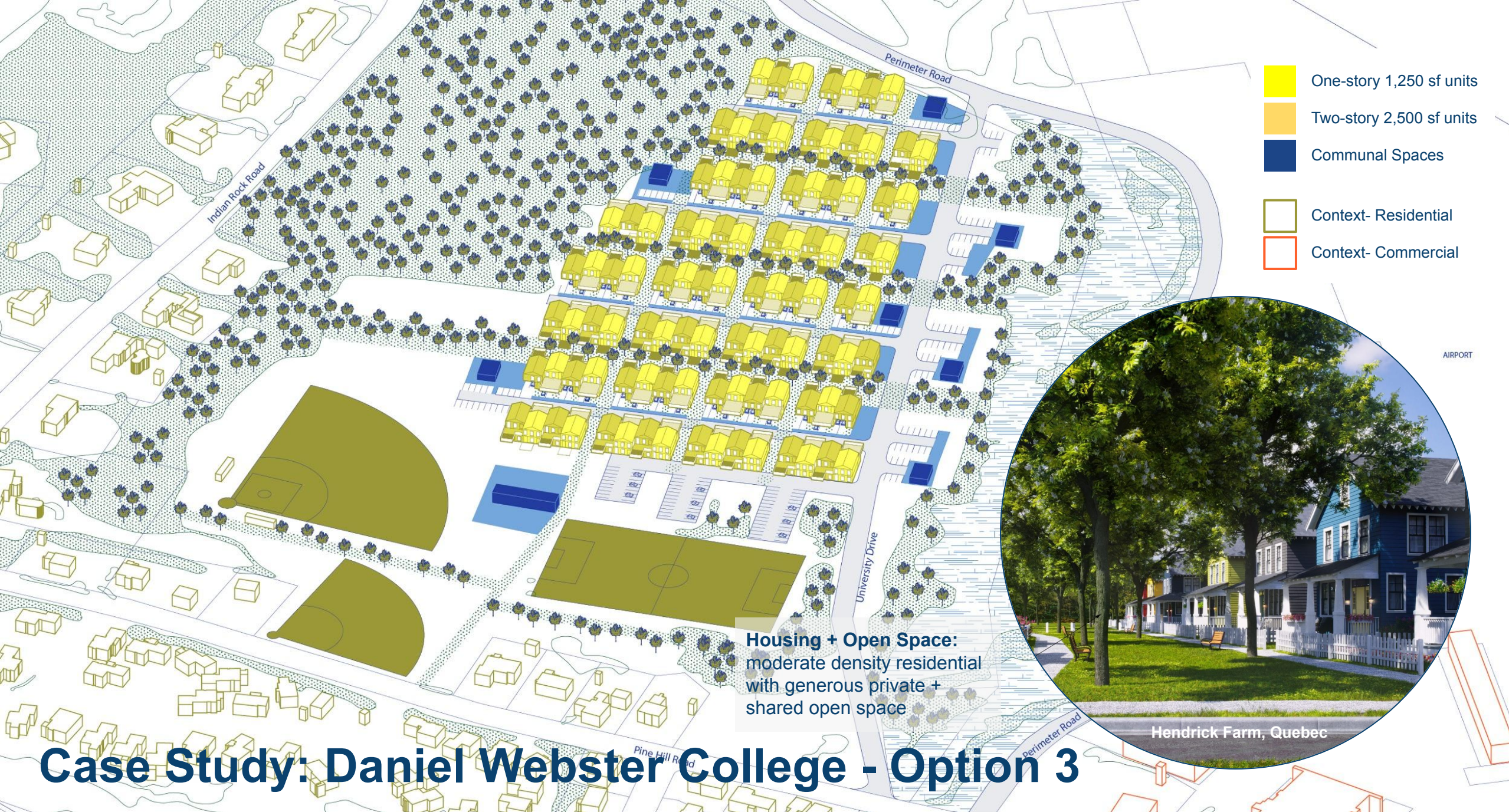


Case Study: Daniel Webster College - Option 2





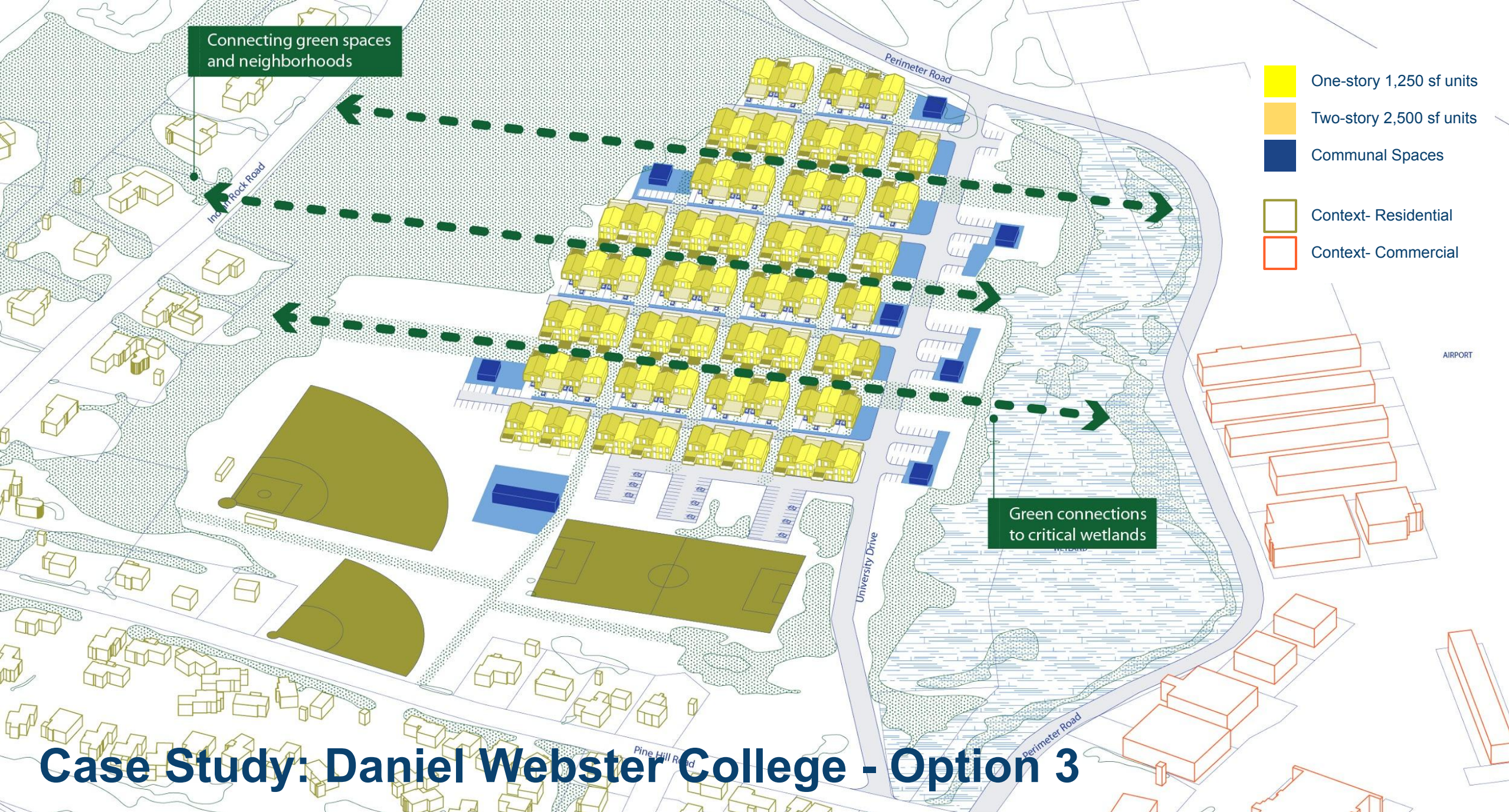
Case Study: Daniel Webster College - Option 3



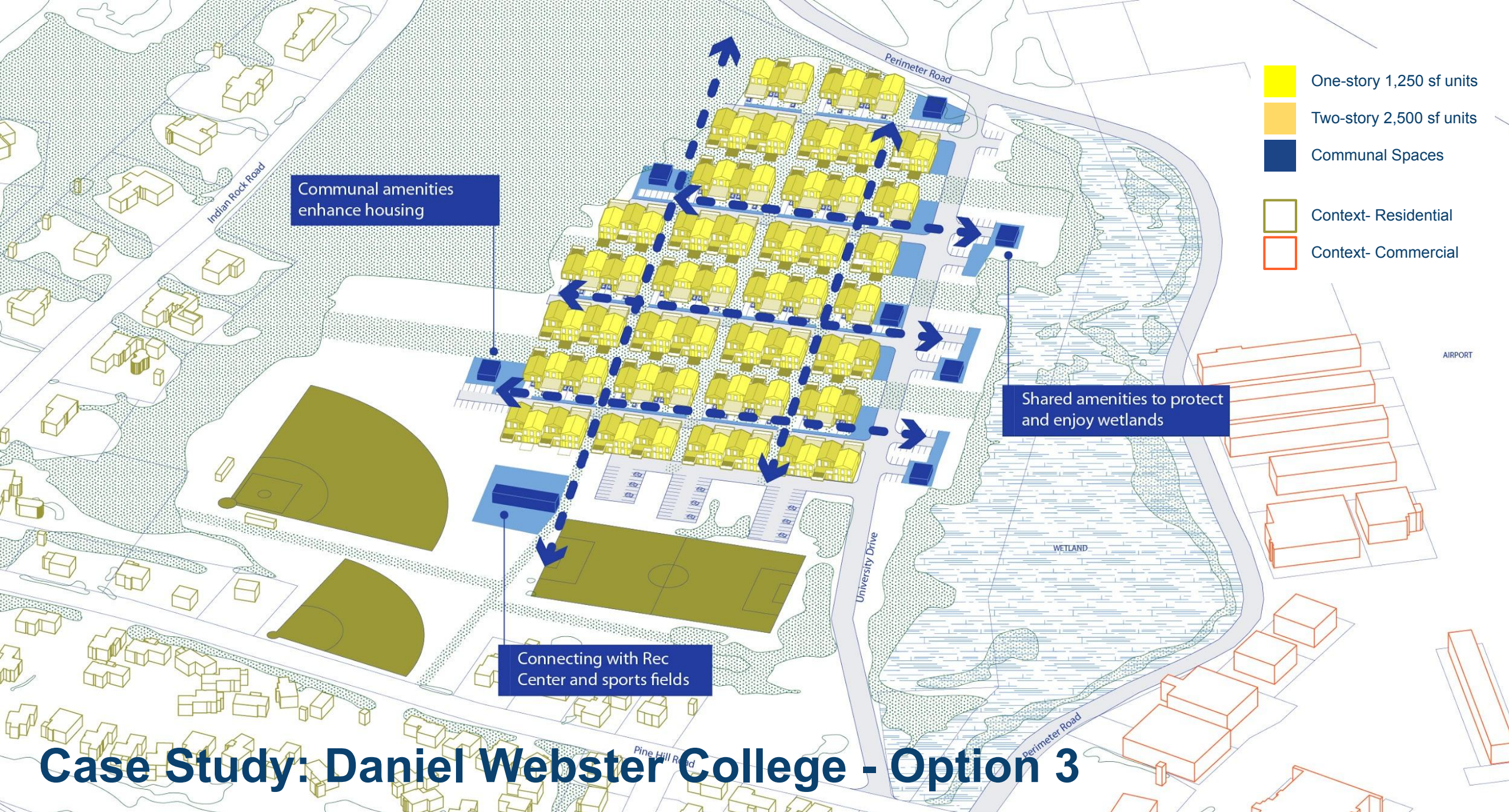
Case Study: Daniel Webster College - Option 3

Housing and Open Space Precedents

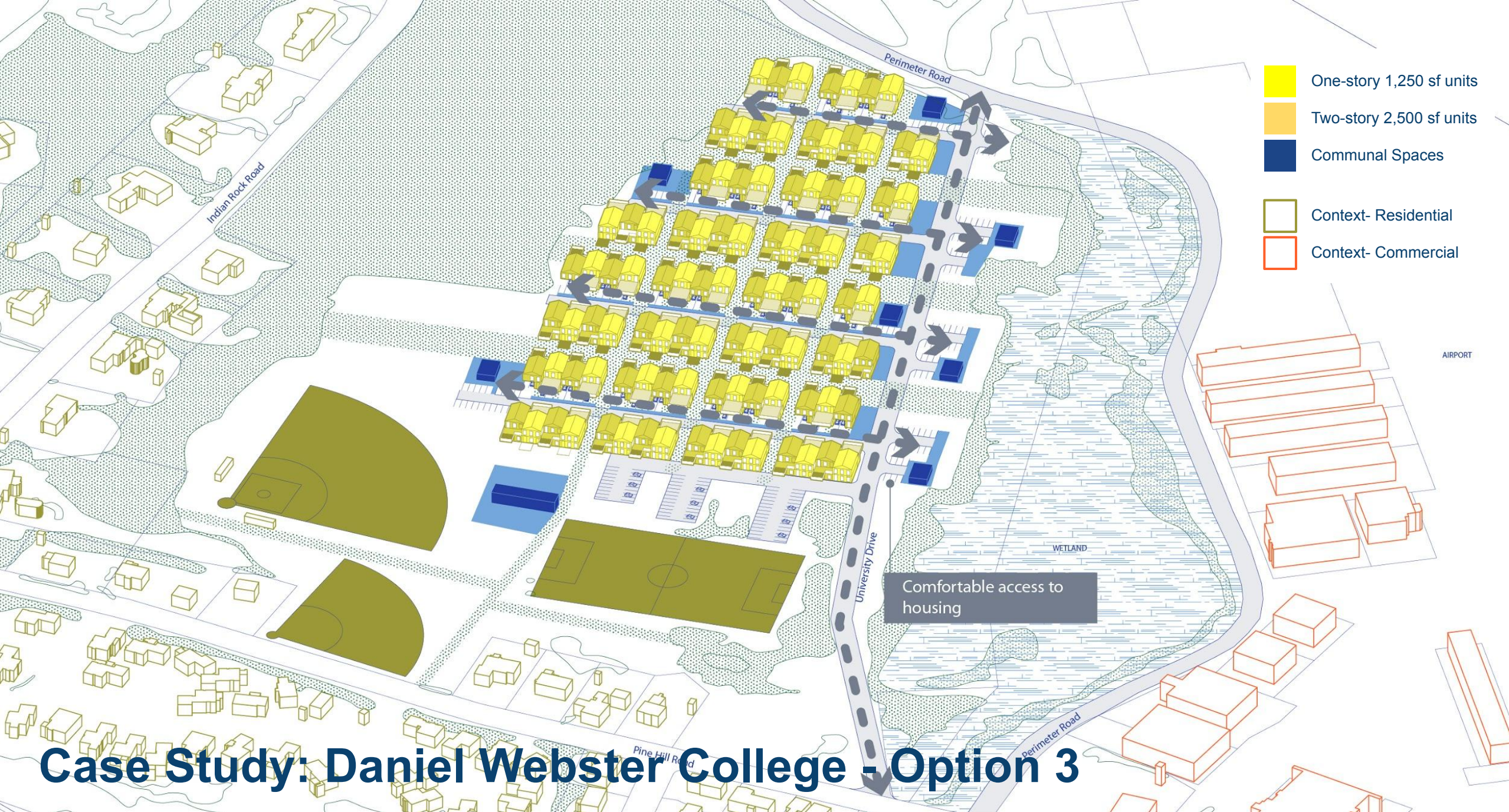




Case Study: Daniel Webster College - Option 3



Case Study: Daniel Webster College - Option 3



Case Study: Daniel Webster College - Option 3

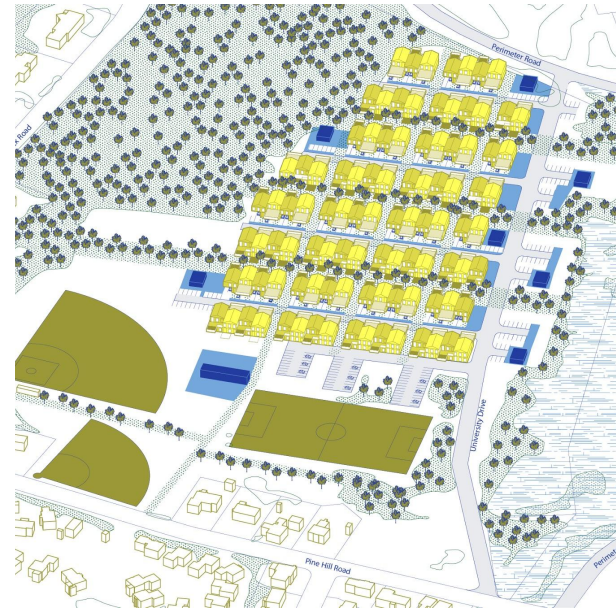
Discussion:

How do we balance trade-offs?

1. What are the benefits and concerns around housing development here?
2. Would you visit the new green connections and walk around the wetland and forest?
3. If a new residential neighborhood was built in this site, would you be excited to live there? How would you connect new housing to the surrounding neighborhood?
4. Do you see the existing fields as a benefit to the community? What other community amenities would you like to see here?
5. What perspectives and voices are missing in order to build consensus around this site?



Moderate-density residential + Rec Center



A map of the Merrimack River region, showing the river flowing from the north to the south. The map includes labels for towns: Amherst, Merrimack, Litchfield, Hollis, Hudson, and Massachusetts. Major roads are marked with numbers in red boxes: 101A, 3, 102, 111, and 3. The Merrimack River is labeled. The text 'Thank you!' is overlaid in large blue font. A scale bar at the bottom left shows distances from 0 to 4 miles. The map uses various colors to highlight different areas: yellow for the central region, green for surrounding areas, and red for specific zones along the river.

Thank you!

